



THE URBAN

nexus



Implemented by



Design Thinking Workshop

Naga City, Philippines

10 – 11 May 2017

Summary

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Integrated Resource Management in Asian Cities: the Urban Nexus

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Note

This report has been compiled by denkmodell in cooperation with ICLEI. This report may not include all assumptions, hypotheses and interpretations of the workshop participants made during the Design Thinking workshop. The pictures of Filipino persons used to create the "persona" might be copyright protected.

1 Introduction

GIZ is implementing the Regional Project “Integrated Resource Management in Asian Cities: the Urban Nexus” or – in brief – “GIZ Nexus”. The project is commissioned by German Federal Ministry for Economic Cooperation and Development (BMZ). The political partner of the project is the United Nations Economic and Social Commission for Asia and Pacific (UN ESCAP) and the implementation partner is ICLEI SEAS.

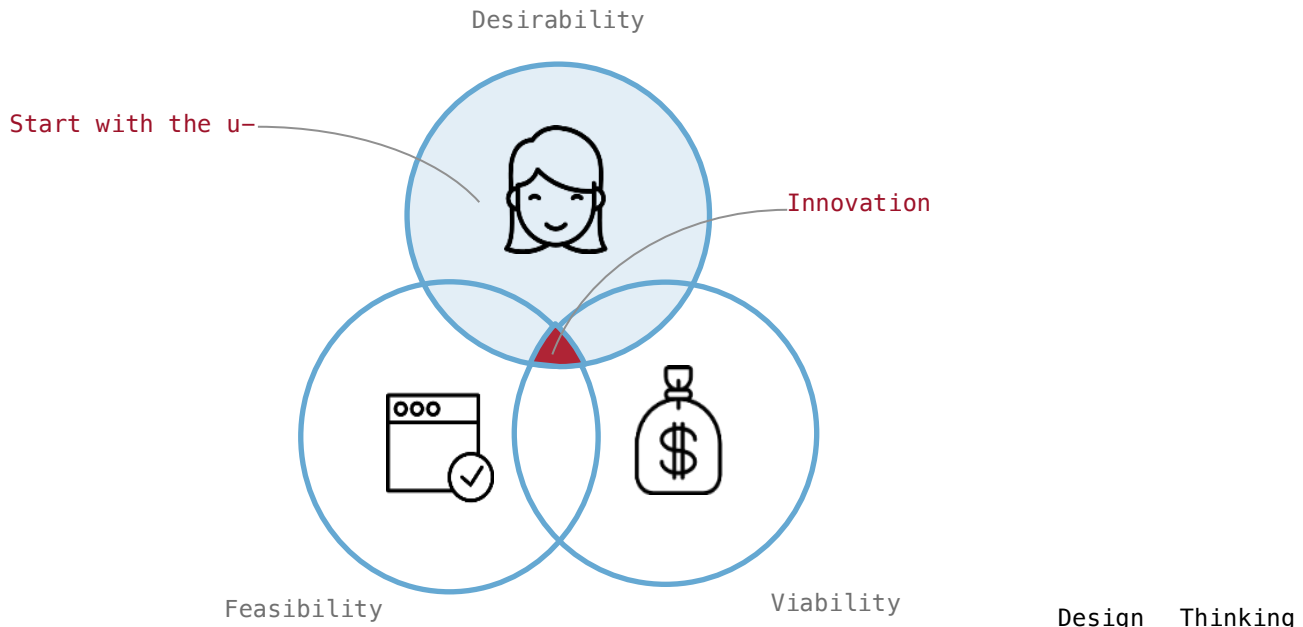
Within the context of the Urban Nexus Project starting in 2013 over a period of three years and a follow-up phase from 2016 to December 2018, twelve South and South East Asian partner cities in seven partner countries are provided with technical advice on urban planning and development approaches that include the interrelations and synergies of the sectors: water, energy and food security such as secure water supply and sanitation systems, energy security and efficiency, land use, physical planning and food security.

The design thinking workshop taking place in Naga City was realized within the context of the “30 years Sustainable Urban Development Plan for Naga City” (see appendix) which is supported by the GIZ Urban Nexus Project upon request of Naga City. This development plan is derived from the 25 years’ long-term vision entitled “Ambisyon Natin 2040” as guide for developing planning elaborated by the National Economic and Development Authority (NEDA).

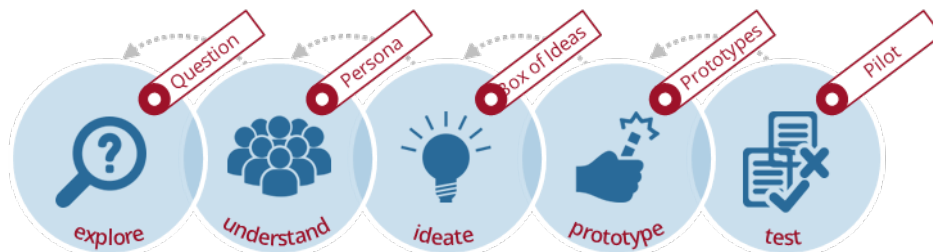
2 The methodology: Design Thinking



Design thinking can be described as a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity (Tim Brown, <http://designthinking.ideo.com/?p=49>).



Design Thinking is a human-centered approach, which is used in order to create innovative products, services or concepts. The Design Thinking process, according to denkmödel, consists of 5 phases:



The first two phases (*explore* and *understand*) serve to understand the topic in-depth – its challenges, its context, its users etc. – however, the last three phases (*ideate*, *prototype* and *test*) serve to create ideas and find solutions for the challenges or questions, which were identified.

The phase *explore* is the entry point into the process and should be used to develop an orientation. The aim is to generate a basic understanding of the topic among the team members and to come up with a first starting question.

Within the *understand* phase everything is about getting to know and understanding the user: What are fears, sorrows, needs and dreams? Which perspective has the user regarding the topic? At the end of this phase a “persona” is being created, which is an archetype (a model of one or several aggregated users) and will help you to gain empathy with your users.

The phase *ideate* is about creating as many ideas as possible to tackle the identified needs or problems of the user.

Prototyping can also be described as „thinking with your hands“. It is about developing cheap, somehow tangible test balloons, whereby critical functions or aspects of the prototype need to be testable.

The *test* phase with potential end-users is crucial as it entails an evaluation of the prototype. Thereafter, one knows whether the prototype needs further adaption, modification or whether it is a complete fail and needs to be thrown away.

Furthermore, there are three main success factors for Design Thinking:



Multidisciplinary Teams



Iterative Process



Flexible Spaces

In addition to these aspects one has to focus on several principles in order to create a successful Design Thinking process. These principles are:

- Fail early and often: Learn from your mistakes. It saves money and spurs efficiency.
- Be quick: Use a TimeTimer to put yourself under time pressure. (Long working hours do not necessarily lead to better results)
- User-centeredness: No matter what you modify or adapt regarding the prototype, always make sure to create value for the user.
- Stimulate and use different thinking modes: During the Design Thinking process both, logical-linear and intuitive-unstructured thinking modes are relevant, but not quite at the same time. At the beginning judgment needs to be deferred otherwise one might miss the innovation.

The approach has originally been elaborated by the Stanford University and is well described by this [8 minutes video](#) of the Stanford University.

The starting question:

How can the urban development better satisfy the changing needs of our citizens in the next 30 years?

3 Team – Millennials



3.1 *understand* – the Persona

- Name: Alyana
- Shy
- 10 years old
- Poor
- Wishes:
 - to be able to eat three times a day,
 - to finish studies
 - peaceful and inclusive community
 - no traffic, excellent road network
 - continuous progress
 - reliable supply of basic services
 - be able to travel
 - to have a house and a car
- Family matters!
- 4P's Beneficiary – The Pantawid Pamilyang Pilipino Program (4Ps) is a human development measure of the national government that provides conditional cash grants to the poorest of the poor, to improve the health, nutrition, and the education of children aged 0–18 (Source: <http://www.gov.ph/programs/conditional-cash-transfer/>).
- Modest home
- Uncertain future

3.2 *understand* – Three main needs

- To be safe → to play on the streets outside
- To concentrate at school → to get good marks and make her mum happy and proud
- To have good job opportunities in the future → with a university degree

3.3 *prototype*

The prototype is based on two main intentions:

- Immerse children in both, play and study
- Building stronger bonds between children and parents

3.4 *Iteration of the prototype* – Get into the details

Key Activities	Cost	Cooperation Partner	Revenue
Research and studies – proposal development and planning	PHP 1M	Barangay fund	Fund-raising programs
Fund generation	PHP 1M	Private sector	Entrance fees
Construction	PHP 50M per area	Schools / universities	Event fees
Improvement and maintenance	PHP 5 M per year	Special Education Fund (SEF) and Gender and Development (GAD) fund	

3.5 Final pitch

“Play Hard, Learn More, Grow Better for Everyone”

- Accessible and safe public playgrounds with kid-friendly equipment (plastic)
- Parents’ corner: short talks about family planning and nutrition, livelihood programs; reward points system
- Monthly stipend (book allowance, school supplies, meals and snacks) for students with honors
- Mixed study and play time
 - 3–5 years old: sleep time + play time > study time
 - 6–12 years old: sleep time = play time = study time
 - 12 years old and above: study time + break time

3.6 Feedback from the Councilors

- Main focus: play and studies
- Bring parents and children closer together for a more holistic development
- New headline proposal: „Play hard, learn more, live better“
- A happy kid gives us an excellent citizen and a great leader

Remarks:

- Councilor Castillo: "might be developing a culture of dependence because we keep providing stipend; it is the responsibility of the parents to send the kids to school and provide shelter"
- Rebutall: stipends are treated as rewards for "good deeds" i.e., performing students
- Councilor Myles (?): Are we seeing the same feeding programs in 30 years? It has to change. In 30 years, our feeding programs should not be because parents cannot feed them; they should serve other purposes such as socialization and efficiency. Empowered parents rear happy children.
Answer: prototype is supposed to be picked up now to affect Alyana's childhood on time; the concerned kid will be a working adult in 10 years' time; is part of an investment to the children
- Vice Mayor: special parks in some barangays already exist. Lot size of existing educare centers is too small (100 sq. m.) to accommodate playgrounds and other facilities. Should be at least 300 square meters. We should consider learning not only inside the classroom but learning through playing as well.

3.7 Further feedback

- Regarding the fact that the playground should be entered by both, poor and middleclass (rich) children, an entrance fee is not appropriate
- There are funding programs → the team needs to work on a convincing concept
- In 30 years from now there may be digital advices involved when it comes to studying (current lack: internet connection)
- There could be a design competition at schools – so that the children design their own playground
- Key activities must be identified, which refer to the point of time, once the playground is established

3.8 Contact person

Gilbert Albero

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4 Team – Talingkas



4.1 *understand* – the Persona

- Name: Pepito
- 12 years old
- Lives in Isla
- Out of school
- Unstable income
- Likes: hanging out with friends, smoking, instant noodles
- Gang war involvement
- Needs: housing, education, livelihood
- Broken family – lives with mother and 4 brothers, is the eldest son
- Wants to study but no money
- Family matters a lot to him
- EJK – refers to extrajudicial killings, an ongoing issue in the Philippines linked with the national “war on drugs” eviction – this was identified as an issue of Pepito because he has seen friends who were forced to leave their houses due to informal settlement
- Indifferent to city problems but is a member of an out-of-school youth (OSY) organization

4.2 *understand* – Three main needs

- Permanent, low-cost, comfortable and decent housing
- Free education until graduation in tertiary level (college)
- Stable employment for the future
- Sustainable and stable livelihood for his mother – to support their family

4.3 Iteration of the prototype – Get into the details

Key Activities:

- Housing – lot acquisition, house construction, site development and maintenance
- Education – provision of scholarship, procurement and distribution of school supplies, provision of student allowance
- Livelihood – loans and capital support, trainings, investment promotion and marketing

Cooperation Partners:

- Private sector + national government agencies (NGAs)
- civil society organizations (CSO),
- and donors

Cost:

Initial Cost	Yearly Cost
PHP 30M (housing)	PHP 5M (KSK)
PHP 15M (education)	PHP 5M (Special Education Fund)
PHP 10M (livelihood(=))	PHP 5M (Grow Negosyo)

Revenues

- Amortization (after five years)
- Grants and donations
- Taxes

4.4 Prototype / Final pitch

The prototype is a concept based on the identified needs.

“TALINGKAS VILLAGE”

- Talingkas – Bicol word for “freedom”; liberation of a person from poverty, ignorance, and deprivation of tenure
- The village is about community building, not mere organizing (bottom-up instead of top-down)
- The program will focus on sustainable housing, holistic education and strategic, market-driven livelihood (micro and small enterprises)
- The Talingkas village is a transition stage for the poorest of the poor towards their eventual integration into the mainstream programs and services (transition from outsiders to integrated citizens)
- To be piloted in barangays Pacol or Cararayan (target: 100 families)
- HOUSING – sustainable, resilient, energy-efficient design; equity-based labor (build your own)
 - 0–5 years – free (usufruct) ; 5+ years – monthly amortization
 - Trust fund to be used for land acquisition (P350 – 500 per square meter)
 - BICAST model as an inspiration
- EDUCATION – holistic formation of children, emphasis on functional literacy, free tuition with complete school facilities
 - Existing scholarships and Special Education Fund (SEF)
 - City College of Naga

- LIVELIHOOD – market-driven micro and small enterprises, upgraded skills-based livelihood, public-private partnerships
 - Grow Negosyo

4.5 Feedback from the Councilors

- Beneficiaries cannot/should not sell the property.
- In five years, will be hard to remove people in their houses.
Answer: After five years, pay or get your house from somewhere else.
- Within five years, it is expected that the families are able to save.
- How are existing programs considered in the prototyping? – Upgrade existing programs through pilots.
- Stop using the term “livelihood” as it connotes subsistence: challenge beneficiaries to dream / aim higher in terms of empowerment
- All enterprises are market-driven. But how do you actually connect them with the market?

4.6 Further feedback

- Key activity within housing will contain security as well
- As it is a bottom-up process, the beneficiaries should be included in the process of designing and building the village

4.7 Contact person

AR. Ian Kenneth Orasa & John Barrosa

09-19-6890139

09-21-7331829

5 Team – 3G



5.1 *understand* – the Persona

- Name: Laura
- 34 years old
- Works in canteen
- Has children (two kids, one still nursing)
- Single parent
- Priority: health of young children
- Lives in Lerma with her mother and 5 siblings along the riles (local term for railroad)
- She dreams of working abroad as a domestic helper
- Financial struggles
- Pain in her smile → left behind by her husband
- She dreams of having an own house and lot (lot here refers to the land where the house is built)
- Worries: no opportunity to grow
- Likes watching TV and window shopping at SM
- Favorite dish: adobong manok – if there is extra money; usually eats noodles and dried fish

5.2 *understand* – Three main needs

- Livelihood training
- Healthcare program that includes health preventive
- “security” housing

5.3 *Iteration of the prototype – Get into the details*

Key Activities:

- Formation of Homeowners' Association (HOA)
- Collection and recycling of waste
- Maintenance and operation of solar facility
- Maintenance of peace and order
- Collection of monthly amortization

Cooperation Partners:

- National Housing Authority (NHA)
- Housing and Land Use Regulatory Board (HLURB)
- Social Housing Financing C (SHFC)
- Home Development Mutual Fund (HDMF or PAG-IBIG)
- Corporate Social Responsibility (SR) funds of private sector
- City Government

Cost:

Assumptions:

- 3 buildings with 4-storeys each
- 10 households per floor
- 2 units at ground floor for commercial use
- 38 households per building
- 114 households in all

Unit Cost / Household:

- Option A: PHP 743,000 (PHP2,477 per month at 25 years, zero interest)
- Option B: PHP 568,000 (PHP1,894 per month at 25 years, no interest yet)

Cost Components:

	Option A	Option B
Lot	PHP 15,660,000	PHP 15,660,000
Building	PHP 69,000,000	PHP 49,000,000
Parks / Playground	PHP 6,000,000	PHP 6,000,000
TOTAL	PHP 90,660,000	PHP 70,660,000

Revenues:

- To city government:
- Option A: PHP3.388M per year at 70% collection efficiency; PHP2.372M per year excluding interest
- Option B: PHP2.591M per year at 70% collection efficiency; PHP1.814M per year excluding interest

To community: income from recyclables, 6 commercial stalls, and monetary savings from solar energy (electricity consumption)

5.4 *Prototype / Final pitch*

Project Pitch: SOLD NA! (Sustainable Ownership of Livable Dwelling in Naga!)

- The project is a 4-storey housing project build using low-cost construction technology with tenants generating income from on-site cooperative business undertakings

- It will have community spaces including a park and a playground, recycling of waste, and partially energized by renewable energy
 - Ground floor is a commercial space operated by unit owners (cooperative)
- In short, it is affordable, livable and sustainable

5.5 Feedback of the Councilors

- High rise building is not a popular option in PH. Consideration and respect for others if it means prejudice for our own interest.
- Naga City can learn from other cities' mistakes.
- What policy needs to be put in place in order to make the project more socially-acceptable?
- Choosing of beneficiaries is crucial – need to be someone who has capacity to pay

5.6 Further feedback

- Vertical / high rise building are at risk to decay, if they are not maintained properly – external local staff should be hired to maintain the building and additionally the beneficiaries should be trained
- The beneficiaries should be chosen according to specific criteria, which will have to be developed carefully (probably not only politicians should get involved in the development of such criteria)
- Learn from other cities success stories, e.g. have a look at vertical gardens
- Interest of people: to buy land; with this idea there is no opportunity to buy land (what else could one offer?)

5.7 Contact person

Frank Mendoza

473-20-54

6 Team – GO.GANAGUEÑO



6.1 *understand* – the Persona

- Name: Catherine SY
- 36 years old
- Administrator (principal) in pre-school
- Volunteer (NGO)
- Owns a car
- Married
- Monthly income of 35.000
- Interests: Baking / cooking, pasta, painting
- Has a family
- Pains:
 - undisciplined drivers,
 - poor internet connection,
 - garbage smell,
 - parking spaces,
 - traffic,
 - high taxes,
 - dirty / polluted river,
 - small airport,
 - expensive residential
 - neglected street children

6.2 *understand* – Three main needs

- Security for the safety of her family and the children in her school
- Safe and convenience transportation to avoid traffic congestion – refers to increased volume of vehicles in the road resulting to longer travel times

and queuing of vehicles (may entail slow movement of vehicles or no movement at all)

- Competent teachers → more intensive and in-depth trainings for teachers

6.3 *Iteration of the prototype – Get into the details*

Key Activities:

- Transporting passengers
- Monitoring of operation
- Maintenance of system
- Selling of e-cards

Cost:

Particulars	Cost
Computers (20 @ 100,000 each)	PHP 2M
Infrastructure	PHP 2M
Stations (with CCTV)	PHP 6M
Interconnections	PHP 1M
Computer Program	PHP 1M
Electronic sensors / scanners	PHP 2M
New e-jeeps	PHP 10M
Study	PHP 1M
Initial operationg cost	PHP .5M
TOTAL	PHP 25.5 M

Revenues:

Gross Income: PHP1,100 x 20 units @ 365 days = PHP 8,030,000

Less Expenses:

- | | |
|------------------|---------------|
| • Drivers (20) | PHP 3,650,000 |
| • E-jeep | PHP 3,000,000 |
| • Office staff | PHP 730,000 |
| • Total Expenses | PHP 7,380,000 |
| • NET INCOME | PHP 650,000 |

Cooperation Partners:

- Paymaya
- Smart / Globe (telecommunications)
- Academic institutions: BISCAS, UNC, AdNU, USI, NCF (electronics / architecture)
- Church
- GAD – Gender and Development
- DRR (disaster risk reduction)

6.4 *Prototype / Final pitch*

“Systemic, eco-friendly transportation with a tourist twist”

- Provide a systemic, eco-friendly transportation

- Attract tourists to Naga as educational center, pilgrimage city, food capital
- Every Nagueno is a tourist guide

6.5 Feedback of the Councilors

- Is a good principle, ideas like the loading and unloading station has been surfaced before. However, this will displace those whose livelihoods depend on transport (i.e., jeepney drivers, tricycle drivers).
- Universities can be tapped as initial partners
- Implementation of this will need policy support especially the phase-out of jeepneys
- Sustainable transport and this one has same aspects and maybe we could see if we can link these two together
- What is unique here is that there is premium in utilizing e-jeeps and have identified universities as early adopters
- Councilor Myles: Idea of making every nagueno as a tour guide (tourism aspect) is appealing. This means that everyone really knows their city.

6.6 Further Feedback

- This idea can be easily combined with Maogmang Lugar 2040
- It is about changing habits, which may need time and patience

6.7 Contact person

Engr. Victor Revilla

BISCAST

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7 Team – Maogmang Lugar 2040



7.1 *understand* – the Persona

- Name: Jose „Jo“
- His wife is Melissa – she is not so optimistic, Jose is an optimist
- 27 years old
- Has a child, 3 years old
- Lives in a sub urban area
- Jeepney driver
- Lives with his parents and 3 other siblings
- Kaantabay sa Kauswagan (KSK) Program – program for the urban poor focused on providing land tenure
- Likes: Drinking, Bicol, Laing
- Has no savings for health care
- Doesn't have a stable job
- Means to take care of aging parents
- Wishes
 - Better livelihood programs
 - Health programs
 - Housing programs
 - Improved public transport
 - Active people participation through the peoples council
 - Free immunization
- Inflation – prices of commodities
- Illness

7.2 *understand* – Three main needs

- Ordinances / polices to address traffic problems
- Stable income → own a jeepney (savings for emergency needs, providing the needs of the family, education for the children)

7.3 *Iteration of the prototype – Get into the details*

Key activities:

- Regular scheduled trips
- Accessible and safe parking spaces
- Available alternative mode of public transport
- Provide a safe recreation area for the public
- Providing a variety of mobility modes
- Pedestrianization of CBD

Cooperation partners:

- National agencies
- DPWH
- UnU (CNO, SP)
- SCO
- Transport sector
- Riding public
- DOTR (LTD, LTFRS)
- Financing agencies

Costs

- | | |
|--|-----------------|
| • E-Jeep / unit | PHP 100 Million |
| • Multi-level carport | PHP 400 Million |
| • Road improvement & underground utilities | PHP 100 Million |

Revenues

- | | |
|----------------------------------|----------------|
| • E-Jeeps recoverable in 5 years | PHP 1 Million |
| • Multi-level parking | PHP 20 Million |
| • Renting utilities | |
| • Road boards | |
| • Betterment Lev9 | |

7.4 *Prototype / Final pitch*

“Sustainable urban transport system” – Imagine the CBD as Naga City’s MOA or SM North

- Sustainable train transport system
- Imagine the Central Business District 1 as Naga City’s SM MOA or SM North EDSA.
- Supports variety of transport modes by providing delineated roads for motorized and non-motorized movement
- High preference for public transport regardless of economic status
- Introduction of a single public transport organization where drivers are salary-based and public utility jeepneys (PUJs) are replaced by e-Jeeps (run by electricity).

Key Features:

- Use of push carts in pedestrian areas
- Financing of e-jeeps by the national government with the private sector
- New policies for new transport system
- Loading and unloading @ the Integrated Terminal / Multi-level Parking
- Right of Way: Pedestrian district for delivery and emergency only
- Drivers are salary-based.
- Efficient traffic system

- Defined windows for deliveries
- Enhanced urban green spaces
- Reduction of carbon emissions
- Improved vista (overall view): “elimination of pansit wiring” – pansit refers to criss-crossing cables for electric posts

7.5 Feedback of the Councilors

- Political will: convert public market with multi-level parking
- Problem will rest with elected officials if there will be a need to demolish existing infra – clarified that there will not be demolition; idea is that ground floor will serve as parking for intra-city routes
- Authorize a policy that parking is not a right but a privilege. Discourage parking by private property owners. This is a way to modify behavior of private vehicle owners.
- Forthcoming constructions of Robinsons and Alimall need to be considered.
- One operator per route – rationalized dispatch
- What to do with old units and existing operators?
- transition toward better kind of vehicle
- no displacement as it may create social unrest
- LTFRB plays an important role here.
- Will allow scheduled services of jeepneys
- Implement changes in CBD 1 – make it a walking area with appropriate infra support

7.6 Further feedback

- How to ensure that the different drivers stick to their specific lane?
- In a growing city you have to start now to get the traffic

7.7 Contact person

Wilfredo Prilles Jr.

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908-8619441

8 General information

8.1 Feedback sessions

- The final pitches were judged by the Vice-Mayor and the City Council
- The jury selected Team 3G as the winner team
- In addition to the Vice-Mayor and the City Council about 10 external observers (SPES students, an architect and an engineer) gave feedback on the prototypes
 - When the facilitator of this workshop asked two observers for their favorite prototype both agreed on Talingkas and Team 3G, due to the facts that people need livelihood and that there are a number of informal settlers in Naga hence these prototypes are more applicable

8.2 General feedback & proposals

- Naga is a walkable city, maximize the use of river
- Walkable city = tourist attraction = feasibility for business = more opportunities
- Illegal settlers in Centro need to be transferred.
- Every year, population is growing hence there is a gap in housing.
- Suggestion: urban re-planning – urban parks are better for the community. Not just focus on Naga City (it is quite small). Think bigger – Metro Naga (to include Milaor and other neighboring LGUs).
- Naga in 30 years: The size will have changed massively, so, do not think about Naga City in the size it exists now but add the surrounding areas in your prototypes

9 Appendix

- Photo Documentation of the design thinking workshop in Naga City (pdf)
- The “30 years Sustainable Urban Development Plan” for Naga City
- Ambisyon (where the “30 years Sustainable Urban Development Plan” is derived from)



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Photo Documentation – GIZ Urban Nexus Design Thinking Workshop

Dirk Jung, Désirée Bösemüller

10 & 11 May 2017, Naga City, Philippines

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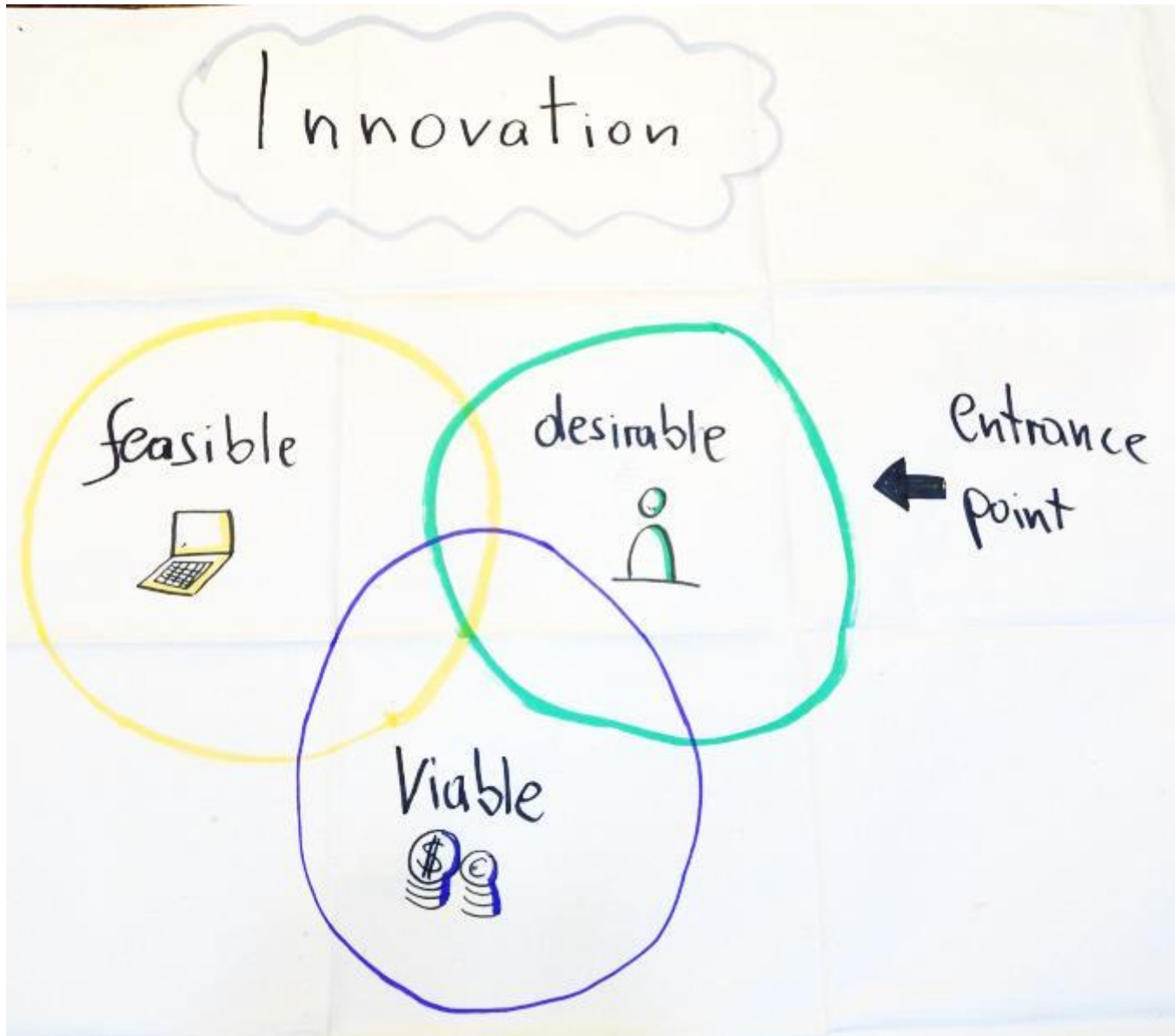
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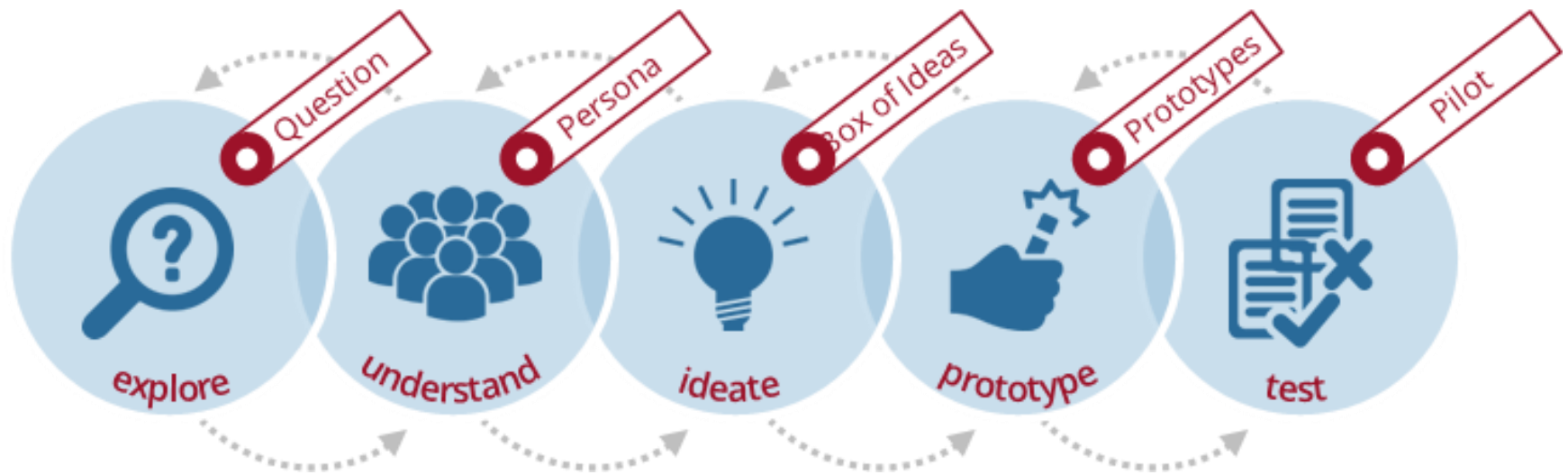
Agenda



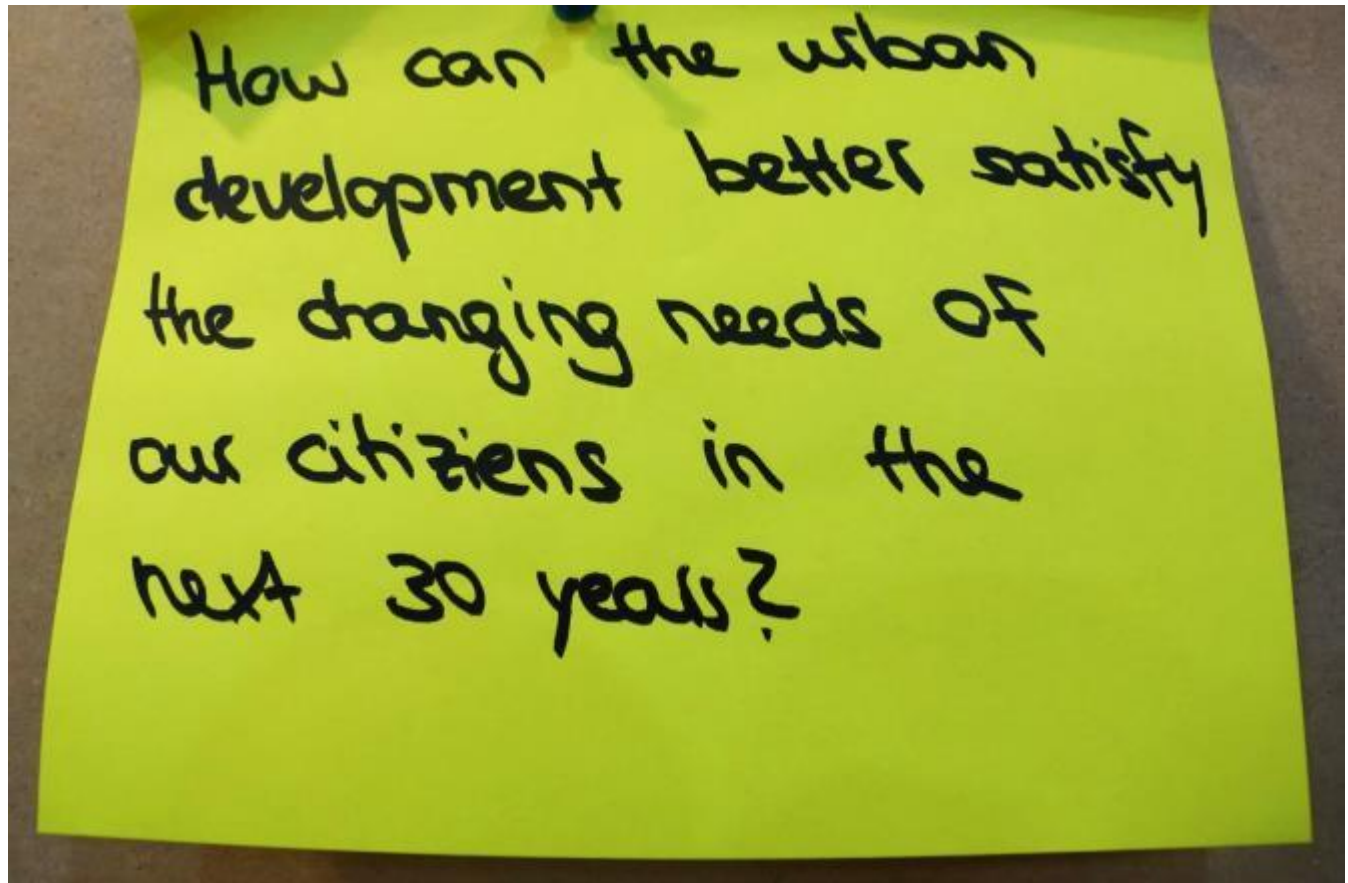
Innovation



The Design Thinking Process



The Design Thinking Process - *explore*



The Design Thinking Process – *understand*



Task:

Our „Persona“

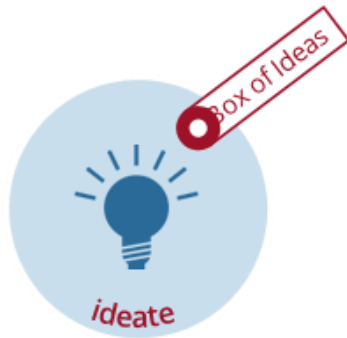
You just received the picture of an unknown citizen of NAGA City. She/he represents one possible stakeholder and beneficiary of the city development of Naga in the coming years.

Task: Please, use your empathy, intuition, life experience, and social knowledge in order to convert the person on the picture into a real person. Discuss and visualize (with post-its) as many characteristics of this person as possible. Please, make sure not to stereotype or guess rather imagine the person on the picture being someone you know by heart, e.g. your mom or dad, your best friend, you yourself....

Here are some questions to start with:

- What is the name of the person?
- How does he/she live? How old is he/she? Does he/she have family? Children? Profession? Work? Income?
- Favorite activities during leisure time? What kind of interests in general? Favorite dish?
- What is important in his/her life? What really matters for him/her? Plans and dreams?
- From what is he/she suffering? „Pain points“ in life?
- What would he/she say about the city? What does he/she like about the city, what not? What was her/his best experience within the city? What the worst?
- What does he/she expect from the urban infrastructure and its services? What is he/she angry about? Complaints?
- What else?

The Design Thinking Process – *ideate*



Brainstorming question:

How can the city of Naga better satisfy these 3 needs of your persona?

Brainstorming methods:



3 min

Brainwriting (Silent Brainstorming)

Write all ideas towards solving the challenge or question on a Post-it. Use one Post-it per idea! Don't talk or interact with each other while brainwriting.



3 min

Superhero Brainstorming

Put yourself in the position of a superhero and be inspired by doing so!
Use one Post-it per idea!
Examples: What would Superman, Lady Gaga or Angela Merkel do? What would Tinder or Google do? Choose 1-2 positions.

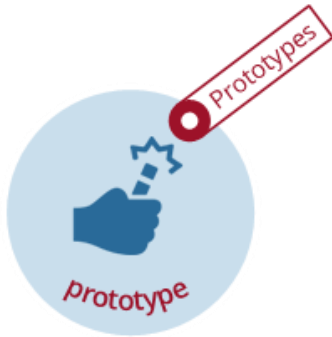


3 min

Build on the ideas of others

Your team already developed some ideas. Take at least two of those ideas and develop them further. Do not use your own ideas.

The Design Thinking Process – *prototype*



Tasks:



The Design Thinking Process – *test*



Warm-Up showing the multidisciplinary of the group



Opening Speeches



Team Millenials



Team 1

Team 2

Team 3

Team 4

Team 5

understand – Persona



Team 1

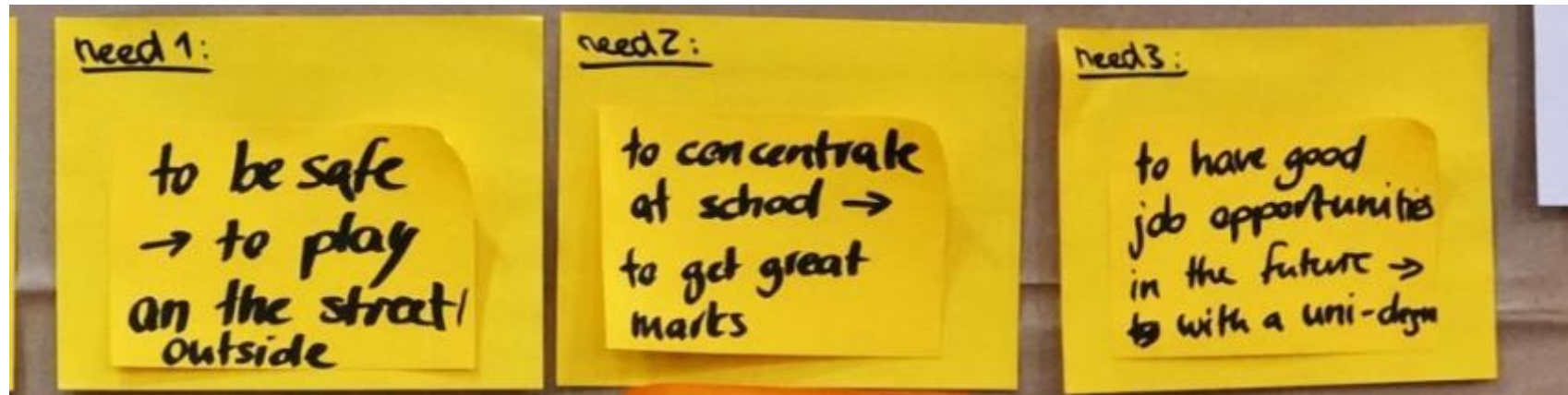
Team 2

Team 3

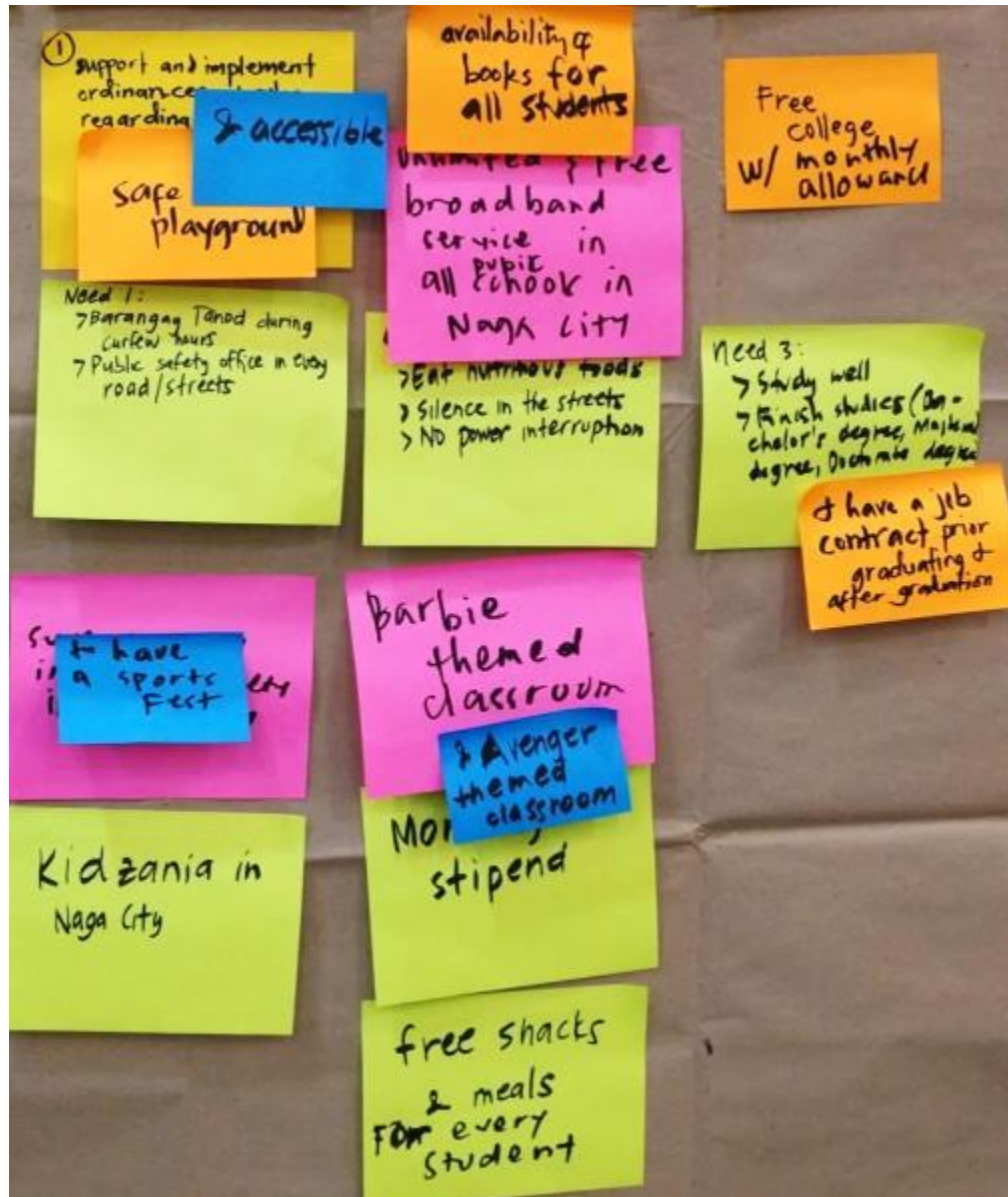
Team 4

Team 5

understand – Three main needs

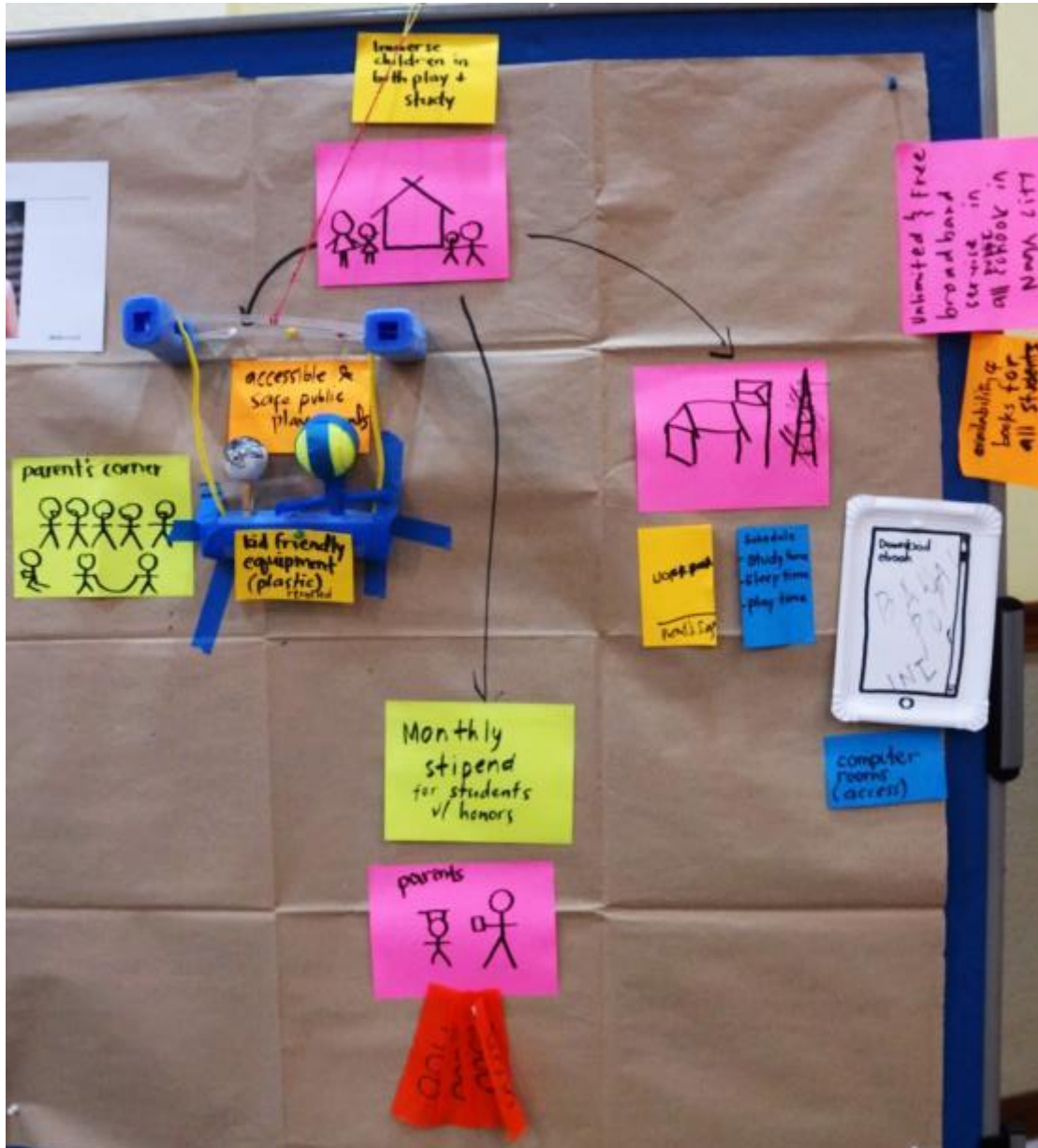


ideate – Ideas



prototype

- Team 1
- Team 2
- Team 3
- Team 4
- Team 5



test – with external guests



Team 1

Team 2

Team 3

Team 4

Team 5

Iteration of the prototype – get into the details...



Final prototype

Team 1
Team 2
Team 3
Team 4
Team 5



Final presentation (5 min pitch)



Team 1

Team 2


Team 3

Team 4

Team 5

Contact person

contact person for
follow-up



Name:
Gilbert Albero

Mail/Tel:
473 - 4119
gilbertalbero@y.c.

Team Talingkas



Team 1

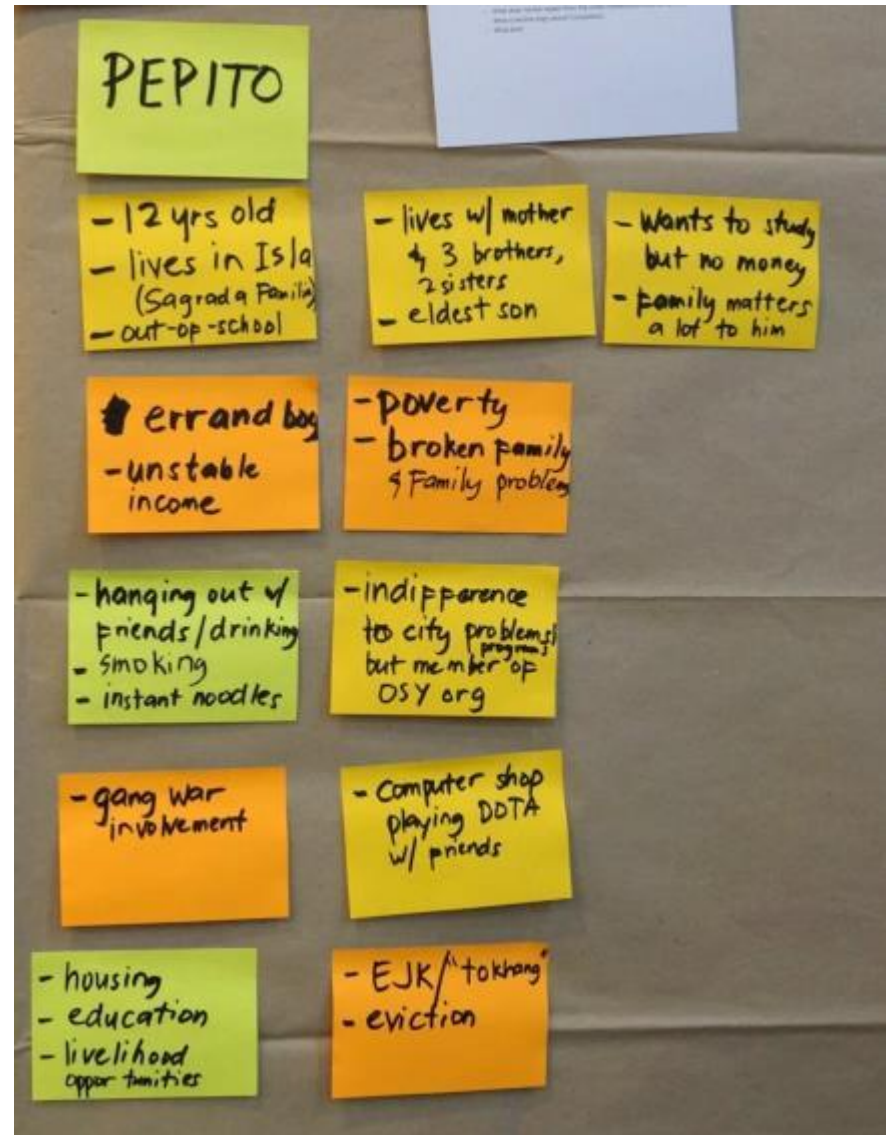
Team 2

Team 3

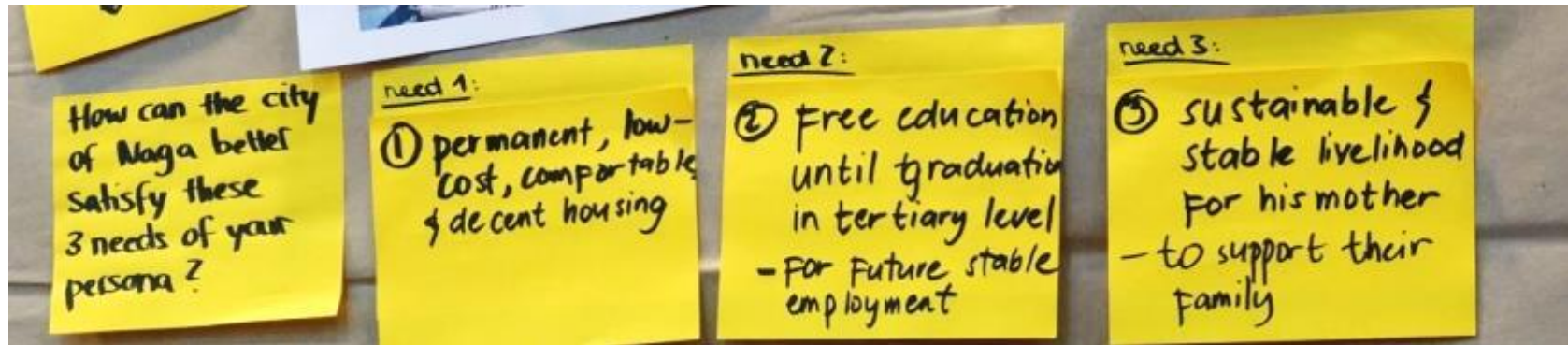
Team 4

Team 5

understand – Persona



understand – Three main needs



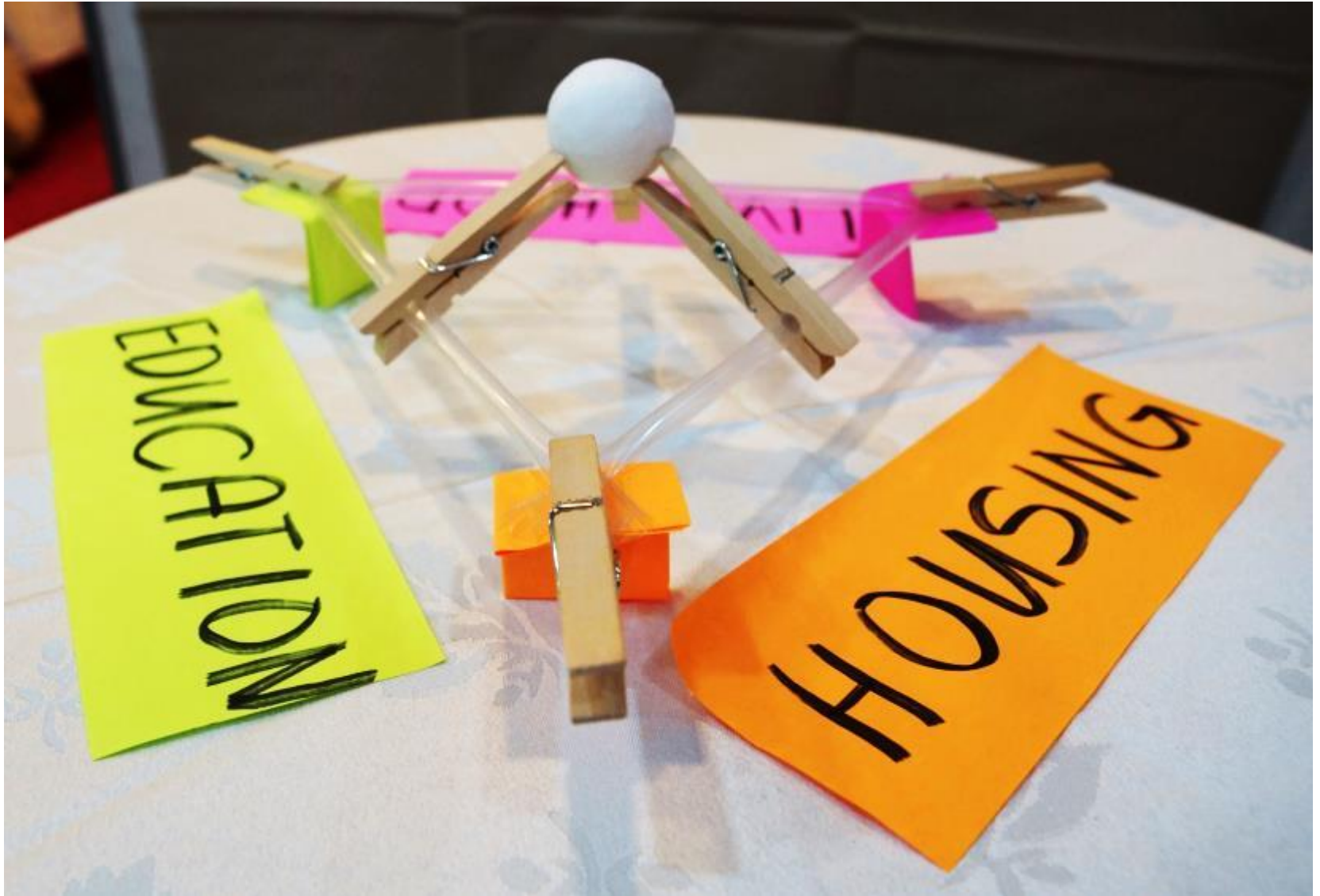
ideate - Ideas

Team 1
Team 2
Team 3
Team 4
Team 5



prototype

prototype



Team 1

Team 2

Team 3

Team 4

Team 5

test – with external guests



Team 1

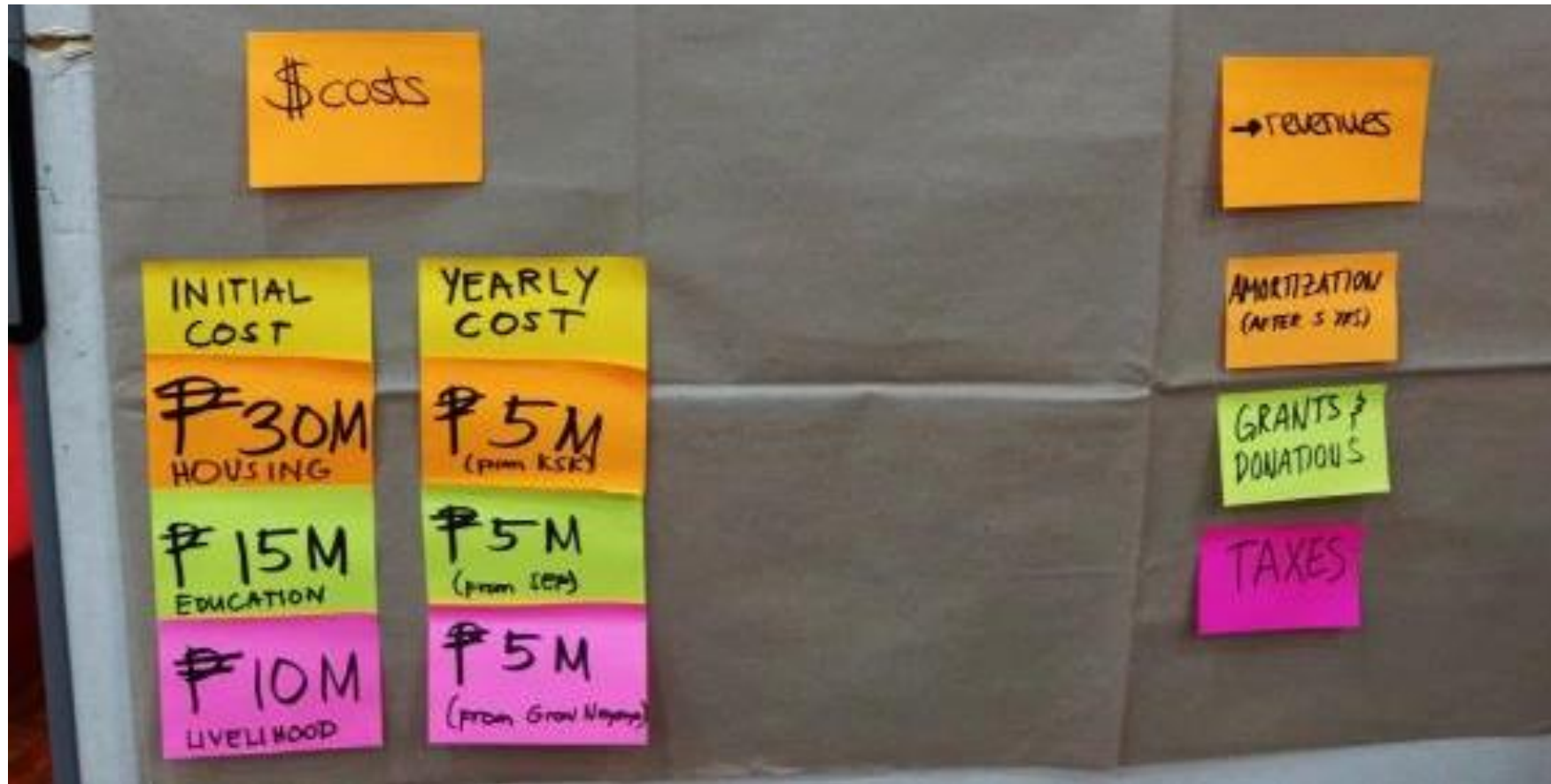
Team 2

Team 3

Team 4

Team 5

Iteration of the prototype – get into the details...



Iteration of the prototype – get into the details...



Final prototype



Team 1

Team 2

Team 3

Team 4

Team 5

Final prototype

- Team 1
- Team 2
- Team 3
- Team 4
- Team 5

TALINGKAS VILLAGE

Teamname:
TALINGKAS

The TALINGKAS Village is about Community-building, not mere organizing.

The program will focus on sustainable housing, holistic education & strategic, market-driven livelihood.

The TALINGKAS Village is the transition stage for the poorest of the poor towards their eventual integration into the mainstream prog/servics.

Pacol or Cararayan pilot 100 Families

PEPITO

HOUSING

Sustainable, resilient, energy efficient design

equity-based (build your own) labor

0-5 yrs >>> FREE

5+ yrs >>> MONTHLY AMORTIZATION

trust fund to be used for land acquisition

₱350 - 500/m²

EDUCATION

holistic formation of children

emphasis on functional literacy

Free tuition w/ complete school facilities

existing scholarships of SEF

City College of Naga

LIVELIHOOD

market-driven Micro & small enterprises

upgraded skills-based livelihood

public-private partnerships

Grow Negosyo

Final presentation (5 min pitch)



Contact person

Contact person for
Follow-up

Name: AR. IAN KENNETH
ORASA

PAUL JOHN BARROSA
Mail/Tel: 09196890139
09217331829

Team 3G



Team 1

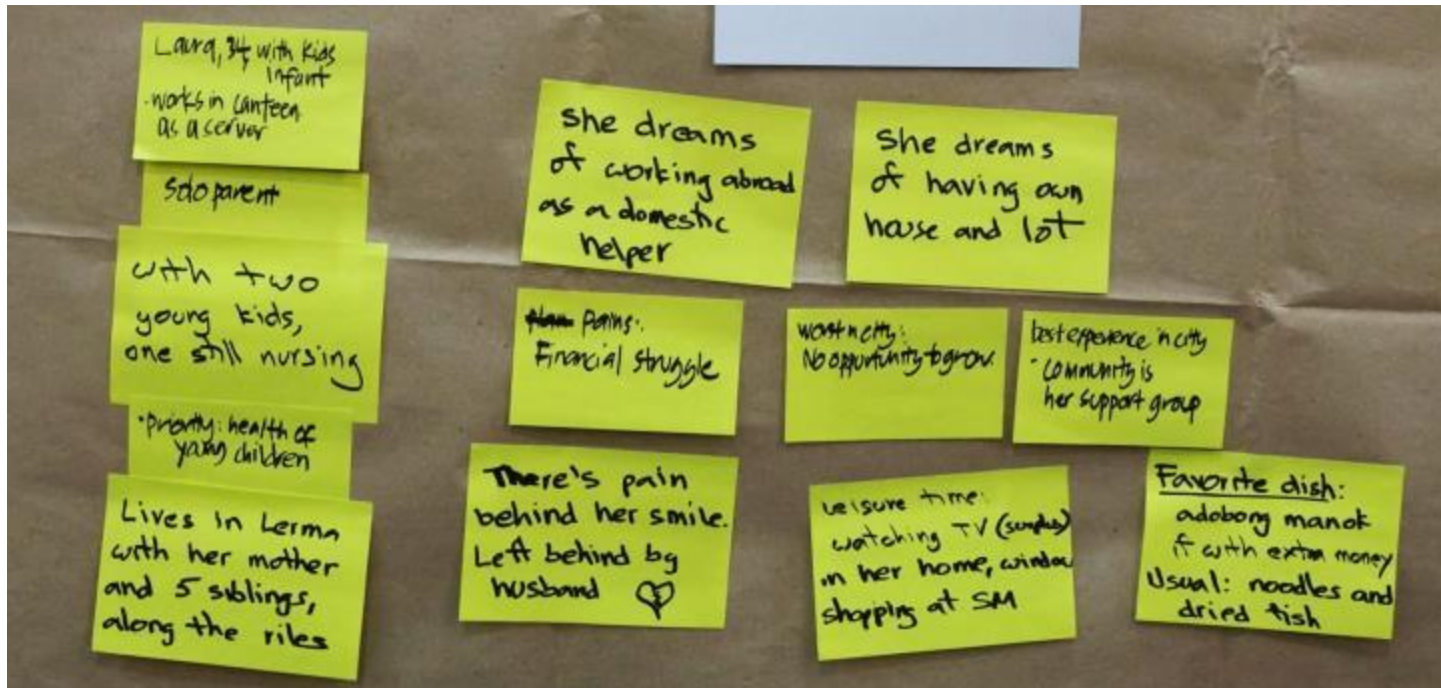
Team 2

Team 3

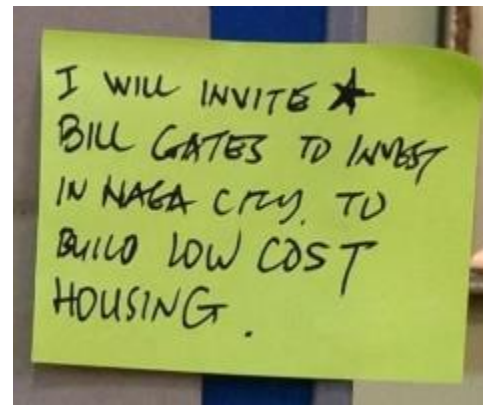
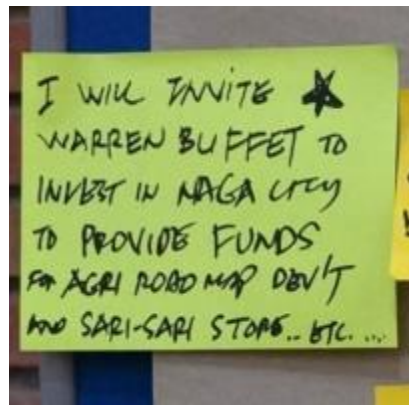
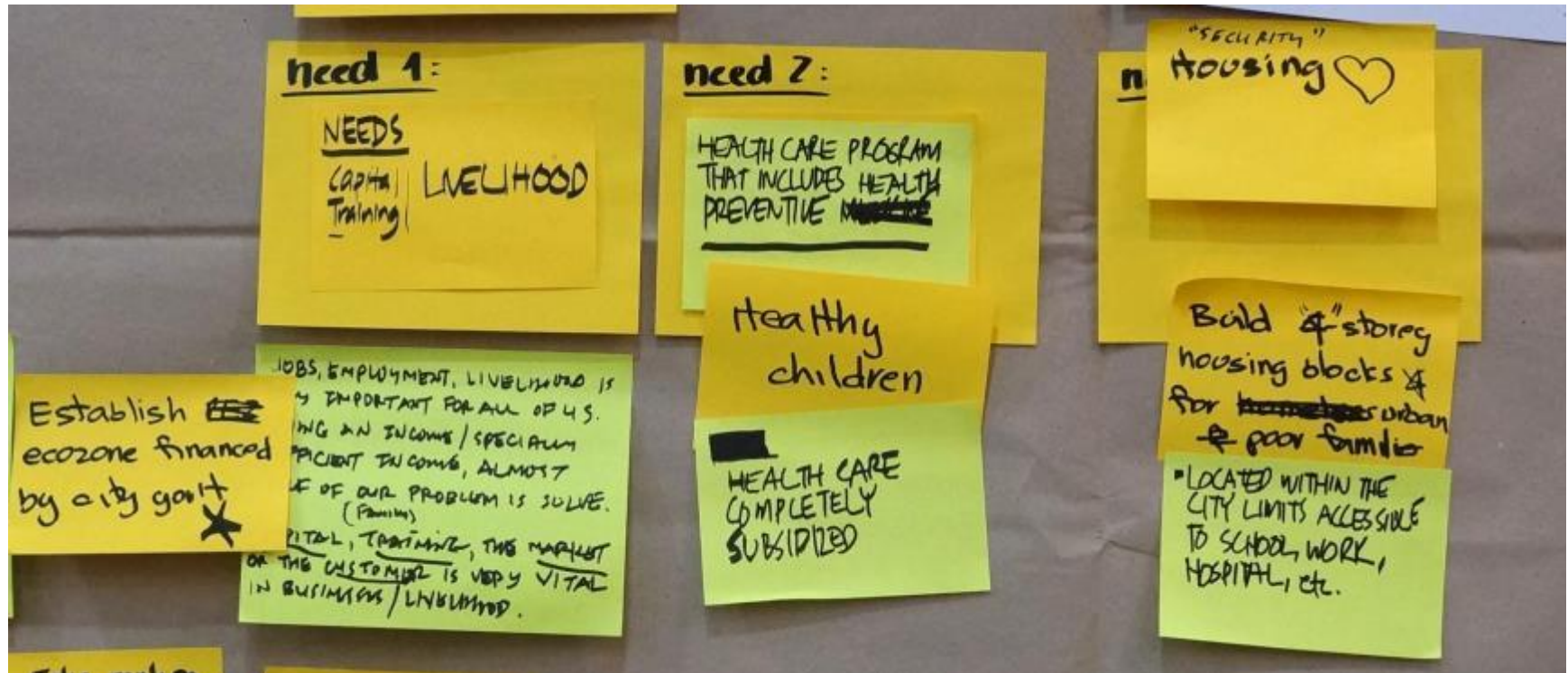
Team 4

Team 5

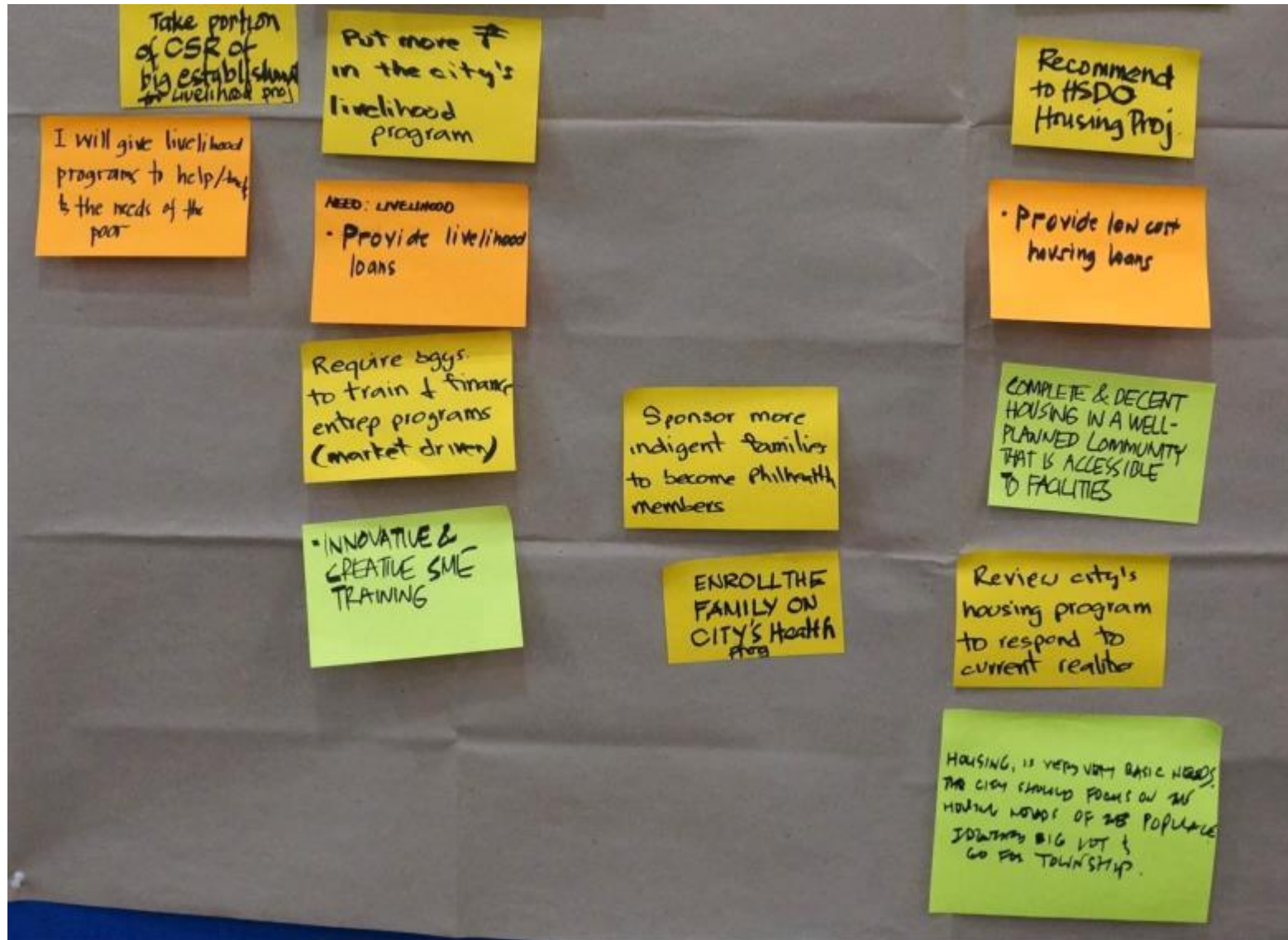
understand – Persona



ideate – Three main needs & ideas

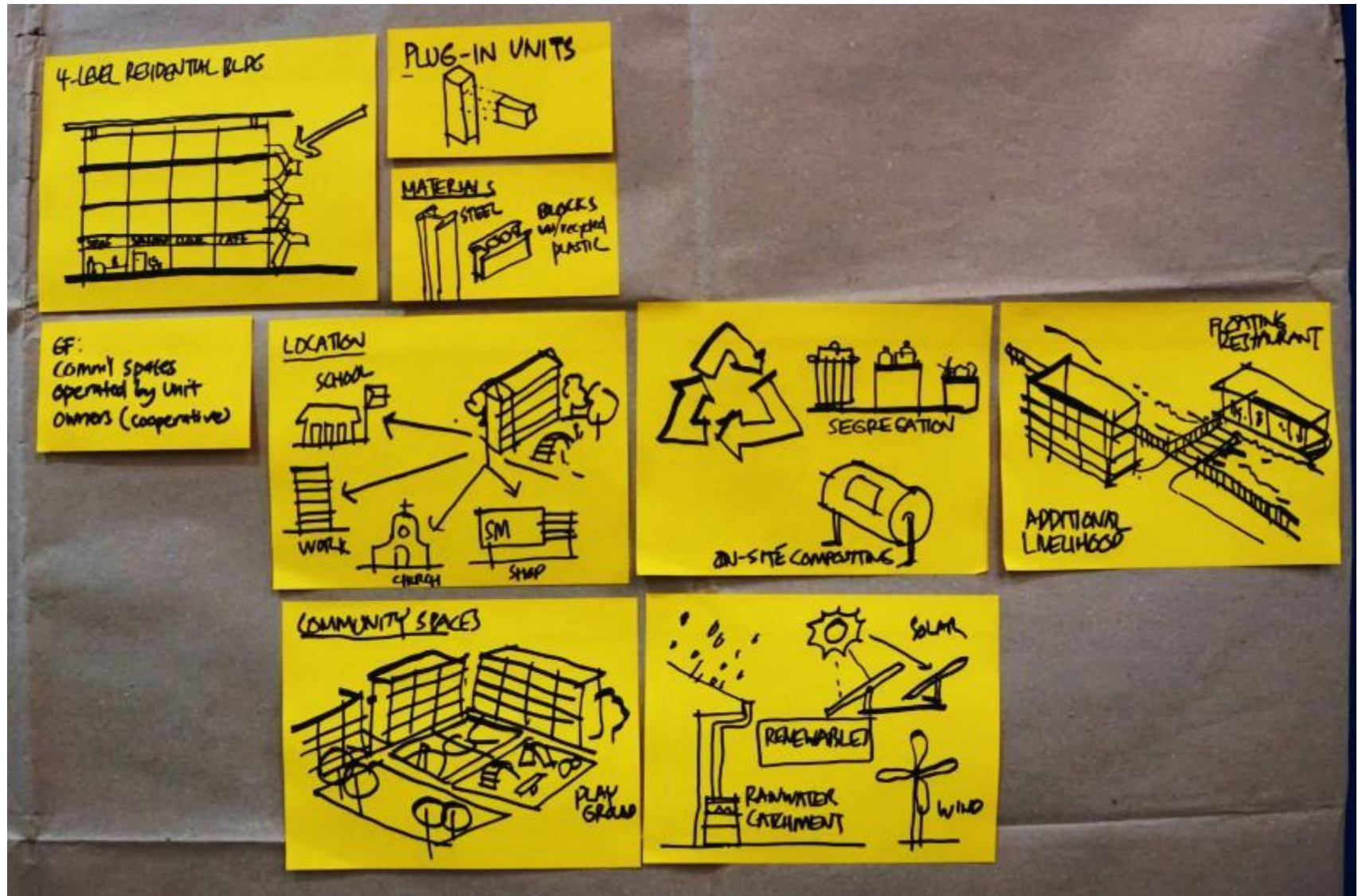


ideate – Three main needs & ideas



prototype

Team 1
Team 2
Team 3
Team 4
Team 5



test – with external guests



Team 1

Team 2

Team 3

Team 4

Team 5

Iteration of the prototype – get into the details...

cooperation partners

NHA HLURD SHFC

- PAG-IBIG
- CORPORATIONS W/CSR

City Government

\$costs

Sustainable Ownership of Livable Dwelling in NAga!

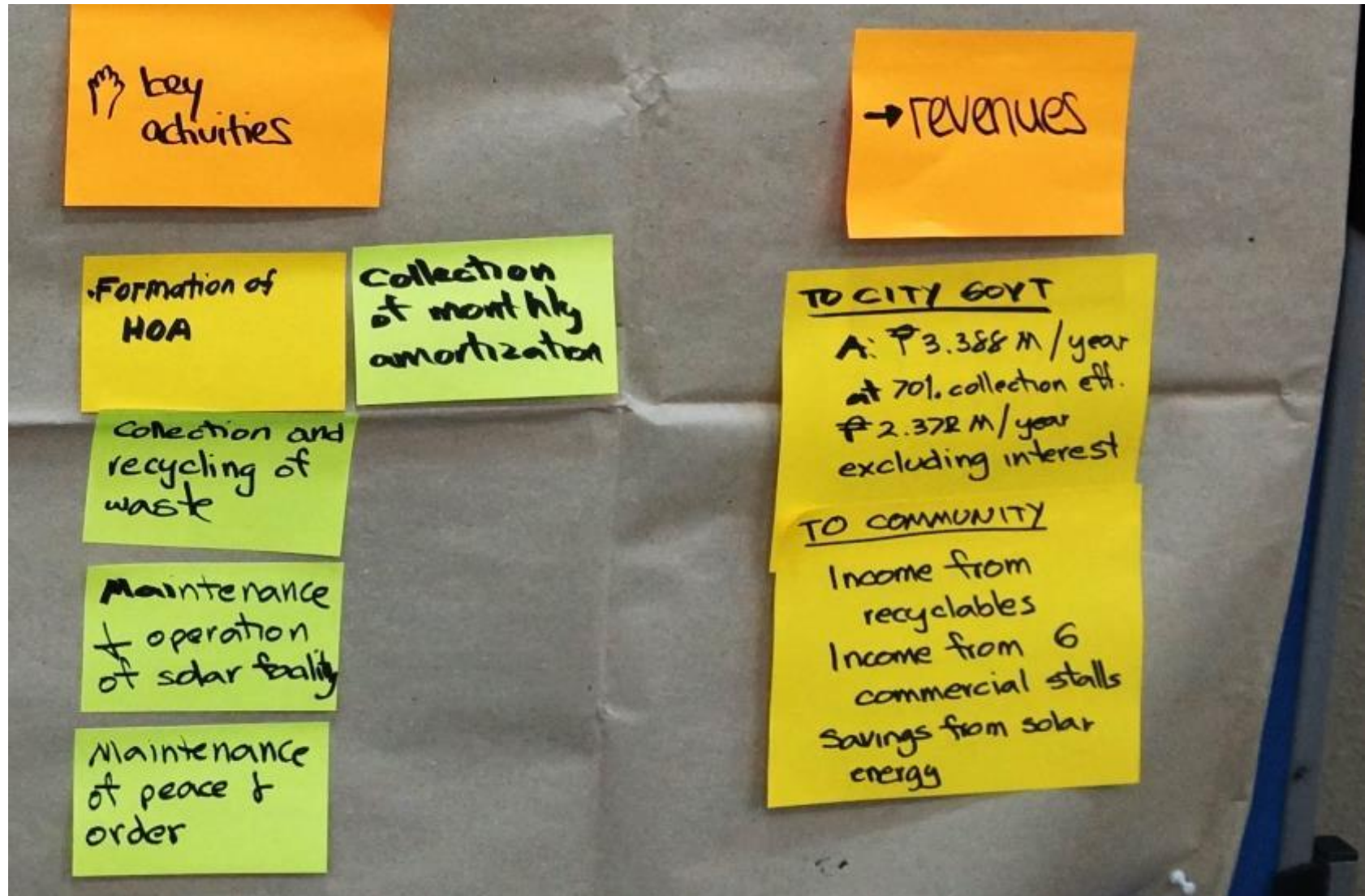
ASSUMPTIONS
 3 bldgs, 1-storey each
 10 households per floor
 2 units at ground floor
 for commercial use
 38 households/bldg.
 114 households in all

Cost Components
 Option A: Usual (M)
 LOT: = ₱15.660
 BLDG: ₱23M x 3 = 69.000
 PARKS/PLAYGROUND = 6.000
 TOTAL ₱90.660

Unit Cost/Household
 Option A: ₱743K
 At 25 yrs: ₱2,477/mo.
 (zero interest)
 Option B: ₱568K
 At 25 yrs: ₱1,894/mo.
 (no interest yet)

Option B:
 LOT: ₱15.660
 BLDG: (30% savings) 49.000
 PARKS/PLAYGROUND 6.000
 TOTAL ₱70.660

Iteration of the prototype – get into the details...



Final prototype

Team 1
Team 2
Team 3
Team 4
Team 5

4-LABEL RESIDENTIAL BLOCK

LOCATION
SCHOOL
WATER
WIND

COMMUNITY SPACES
PLAY SPACE
WATER

DEGRADATION

20-STEP CONSTRUCTION

CONTACT PERSON FOR FOLLOW-UP
Name: Frank Mendoza
Mobile: 473-20-54

300 SQM • 24 DWELLING UNIT

The project is a 4-story housing project built with low cost construction technology with tenants generating income from on-site cooperative business undertakings. It will have community spaces with park and playground recycling of waste, and partially energized by renewable energy. In short, it is affordably livable and sustainable.

ZERO WASTE
Recycling Composting Waste Management
Of common spaces operated by unit owners (cooperatives)

Teamname
Team 3G

SOLD NA
Sustainable Ownership of Livable Dwelling in NAGA

**cooper-
ation
partners**

\$costs

NHA HLWD SHFC

PAG-IBIG CORPORATION W/CSR

**City Govern
ment**

ASSUMPTIONS
3 bldgs, 4-story each
10 households per floor
2 units at ground floor
for commercial use
38 households/bldg.
114 households in all

Unit Cost/Household
Option A ₱ 743 K
At 25 yrs ₱ 2,477/mo
(Zero interest)
Option B ₱ 568 K
At 25 yrs ₱ 1,844/mo
(no interest yet)

Cost Components
Option A: Usual (M)
LOT: ₱ 15,000
BLDG: ₱ 23M x 3 = 69,000
PARKS/RANGELIO = 6,000
TOTAL ₱ 90,000

Option B:
LOT: ₱ 15,000
BLDG: (30x living) 41,000
PARKS/RANGELIO 6,000
TOTAL ₱ 62,000

Key activities

Formation of HOA

Collection of monthly amortization

collection and recycling of waste

Maintenance + operation of solar facility

Maintenance of peace & order

REVENUES

TO CITY GOVT
A: ₱ 3,338 m./year
at 20% collection eff
₱ 2,878 m./year
excluding interest

TO COMMUNITY
Income from recyclables
Income from 6 commercial stalls
Savings from solar energy

Final presentation (5 min pitch)



Team 1


Team 2

Team 3

Team 4

Team 5

Contact person

contact person for
follow-up 

Name: Frank Mendoza

Mail/Tel: 473-20-54

Team GO.GINAGUENO



Team 1

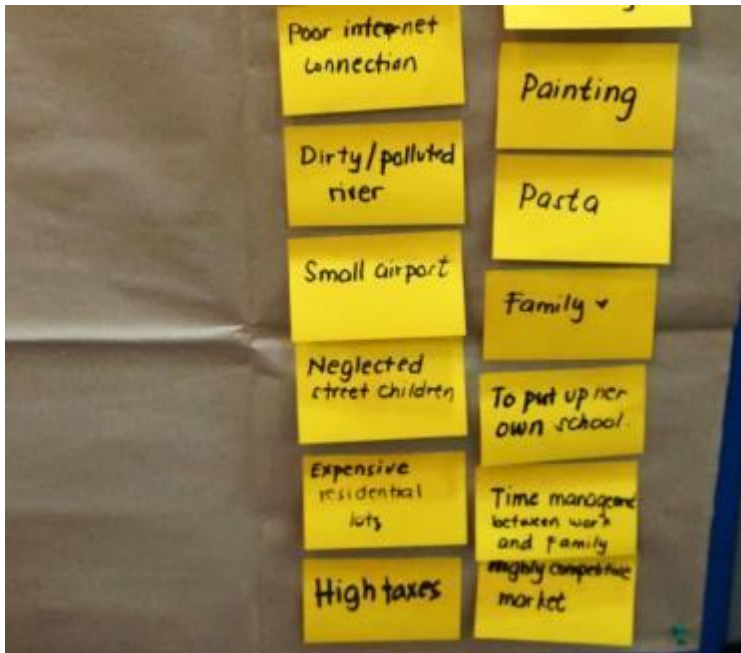
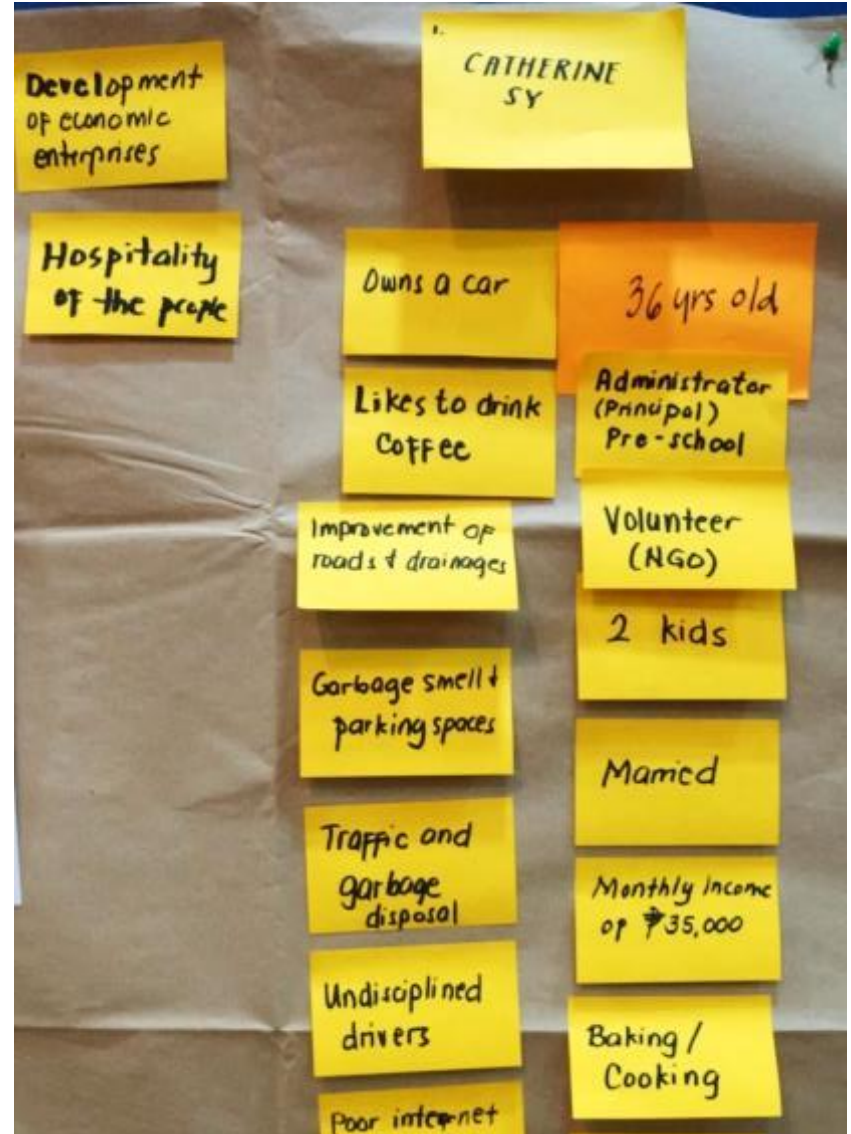
Team 2

Team 3

Team 4

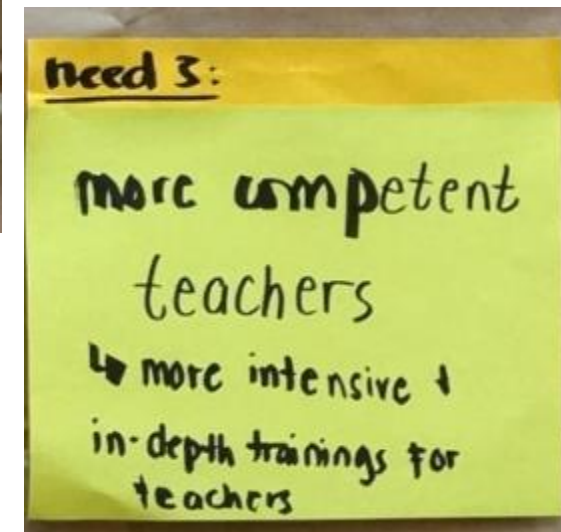
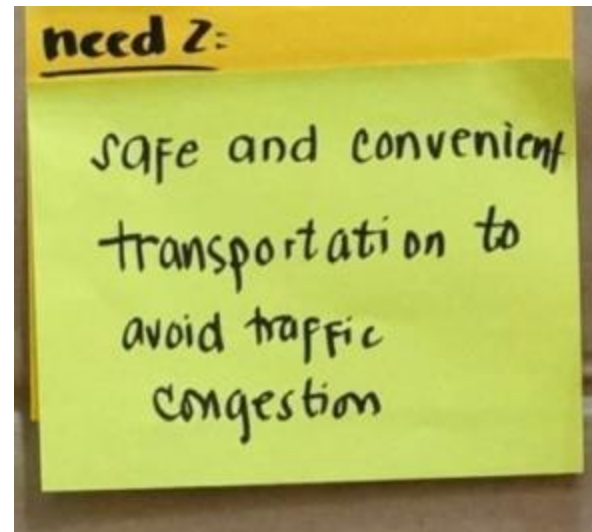
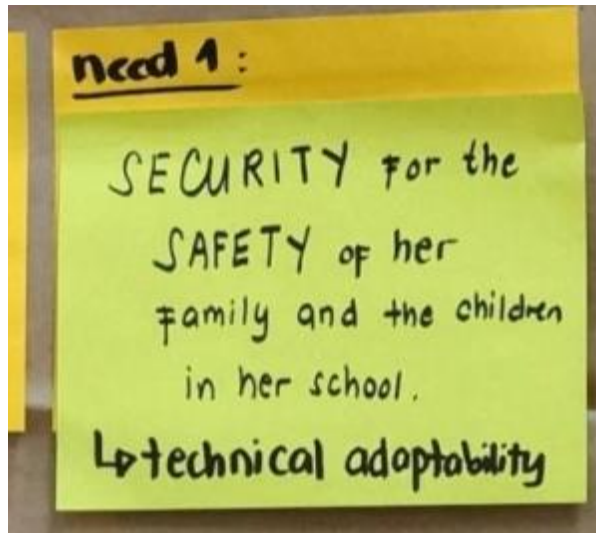
Team 5

understand – Persona

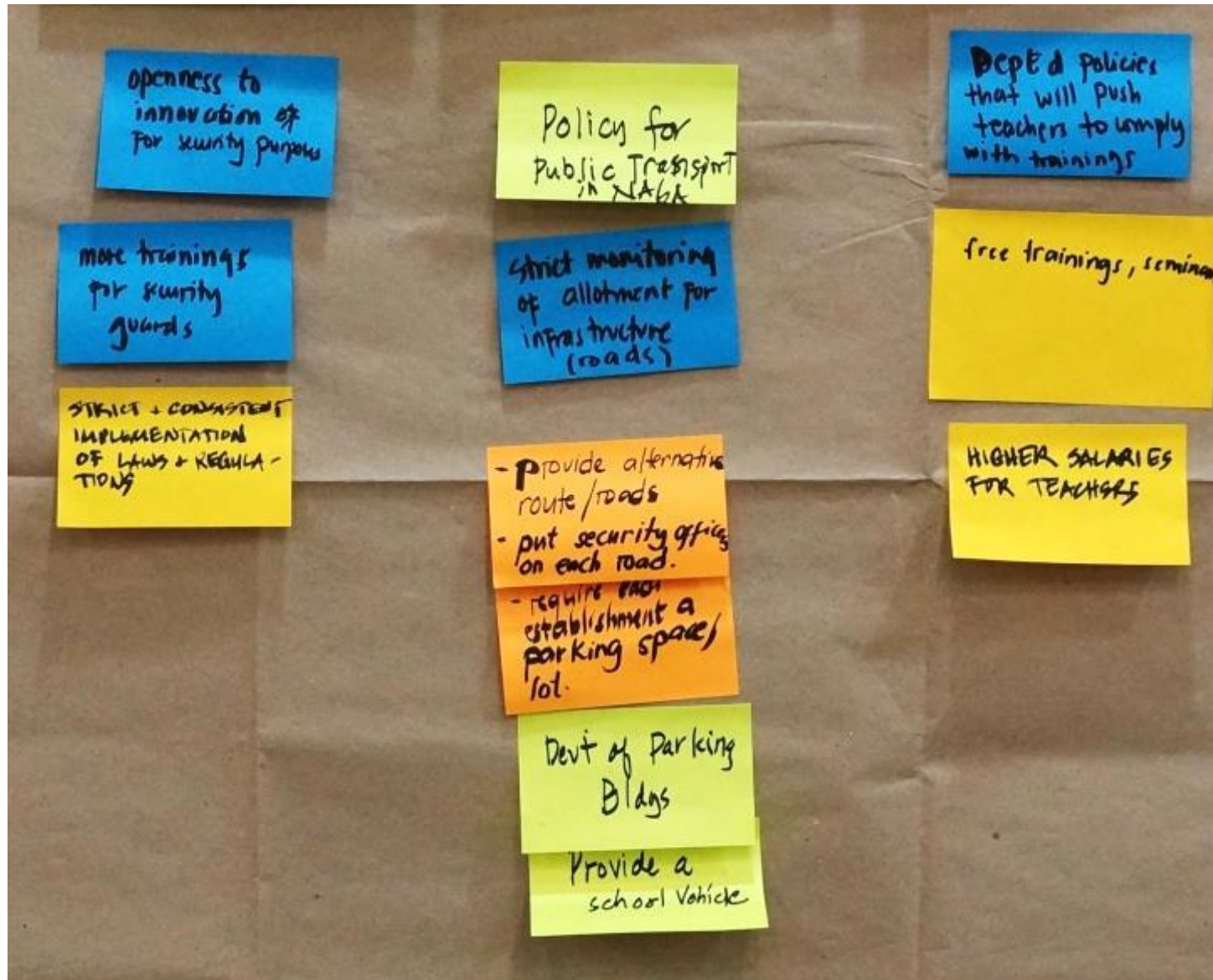


- Team 1
- Team 2
- Team 3
- Team 4
- Team 5

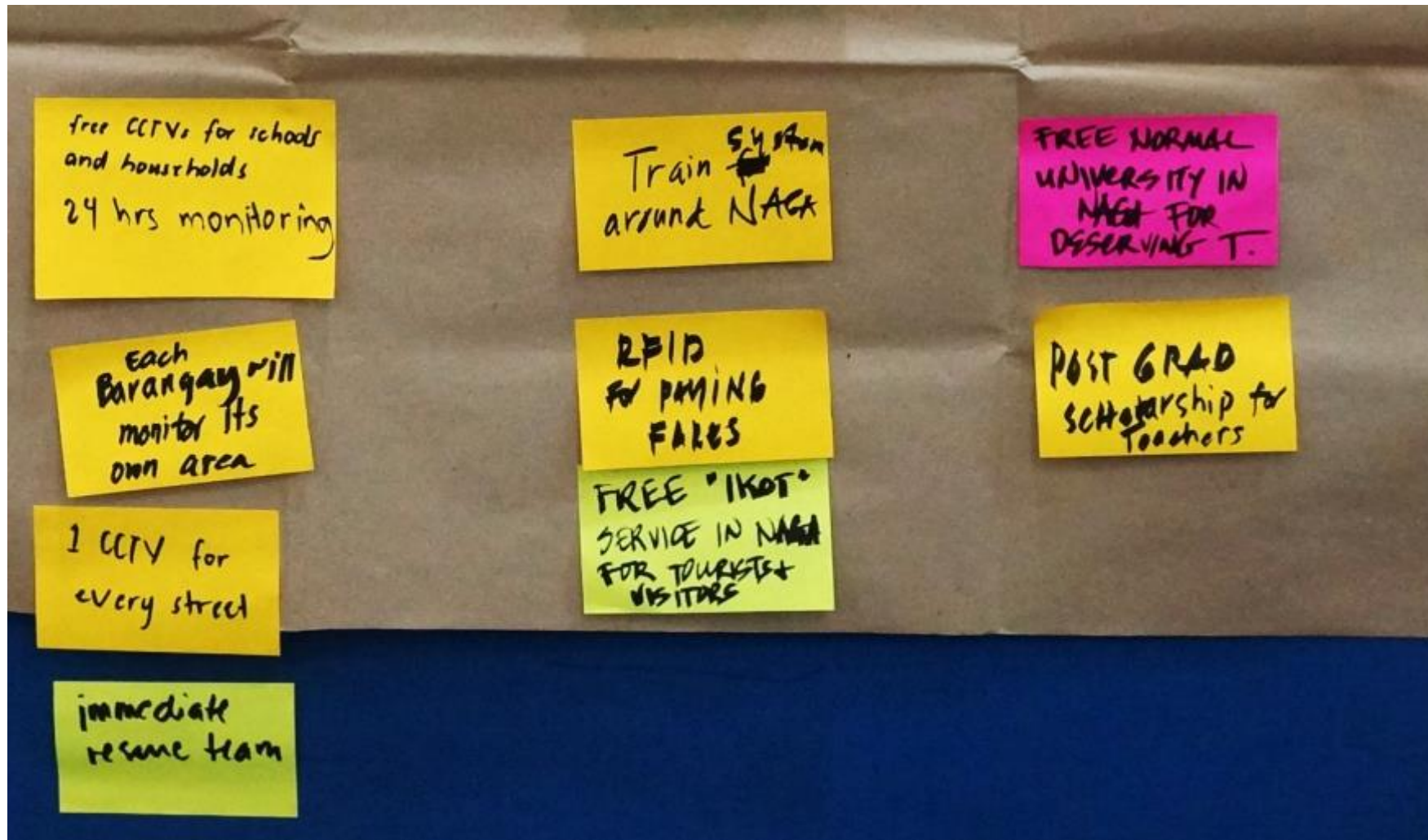
understand – Three main needs



ideate – Ideas



ideate – Ideas



test – with external guests



Team 1

Team 2

Team 3

Team 4

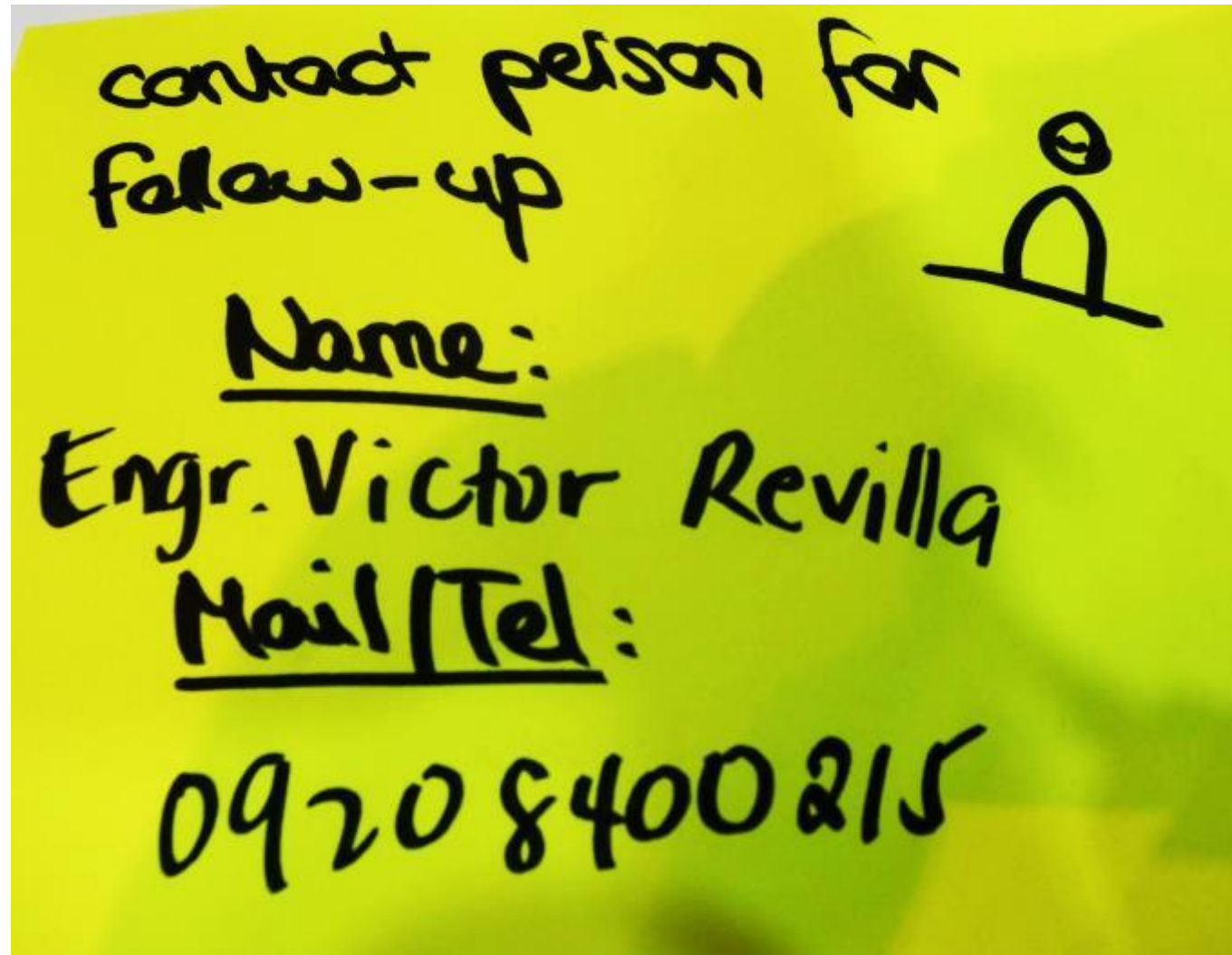
Team 5

Iteration of the prototype – get into the details...

Team 1
Team 2
Team 3
Team 4
Team 5



Contact person



Team Maogmang Lugar 2040



Team 1

Team 2

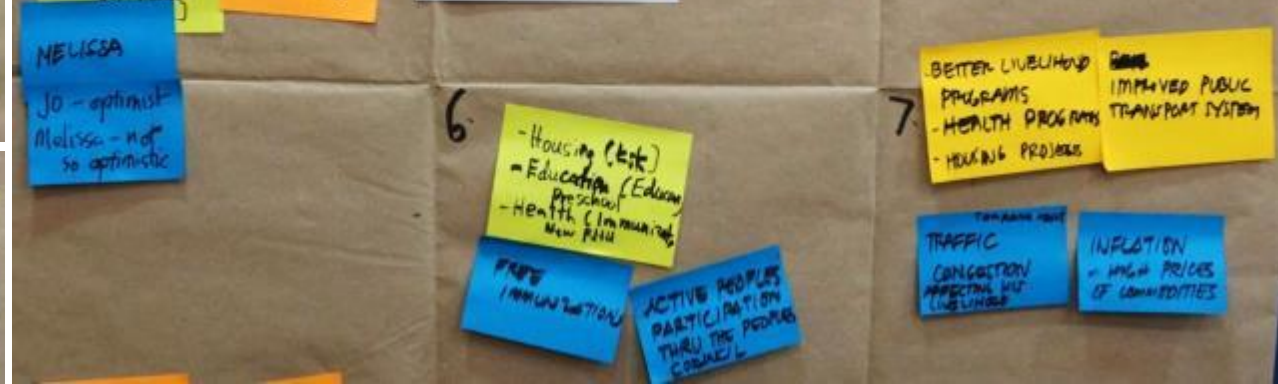
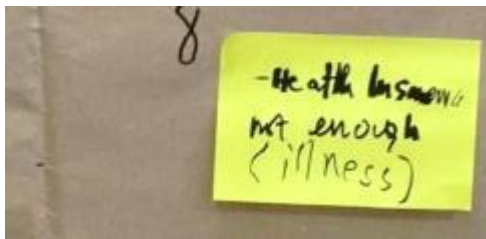
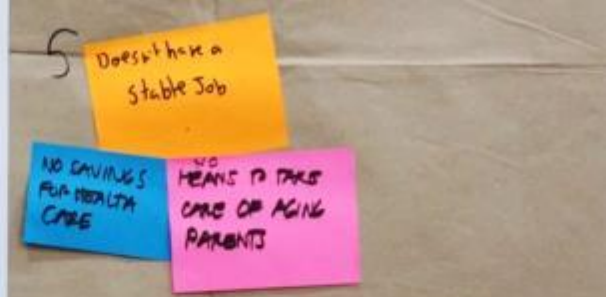
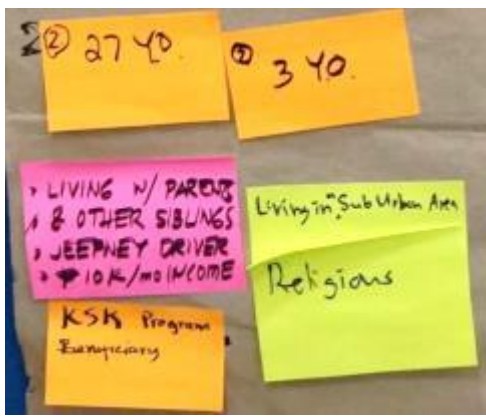
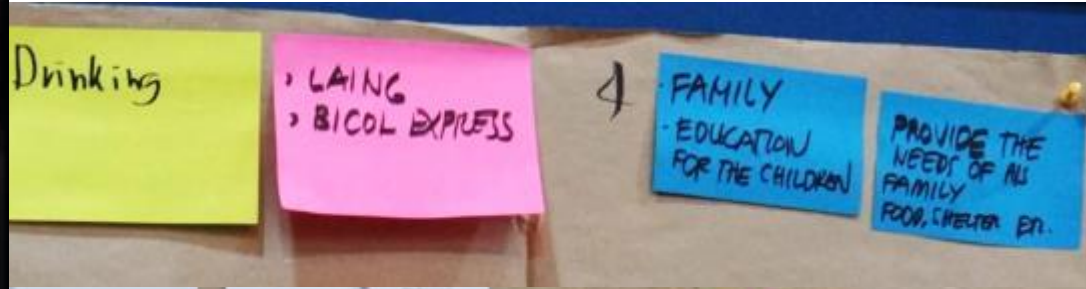
Team 3

Team 4

Team 5

understand – Persona

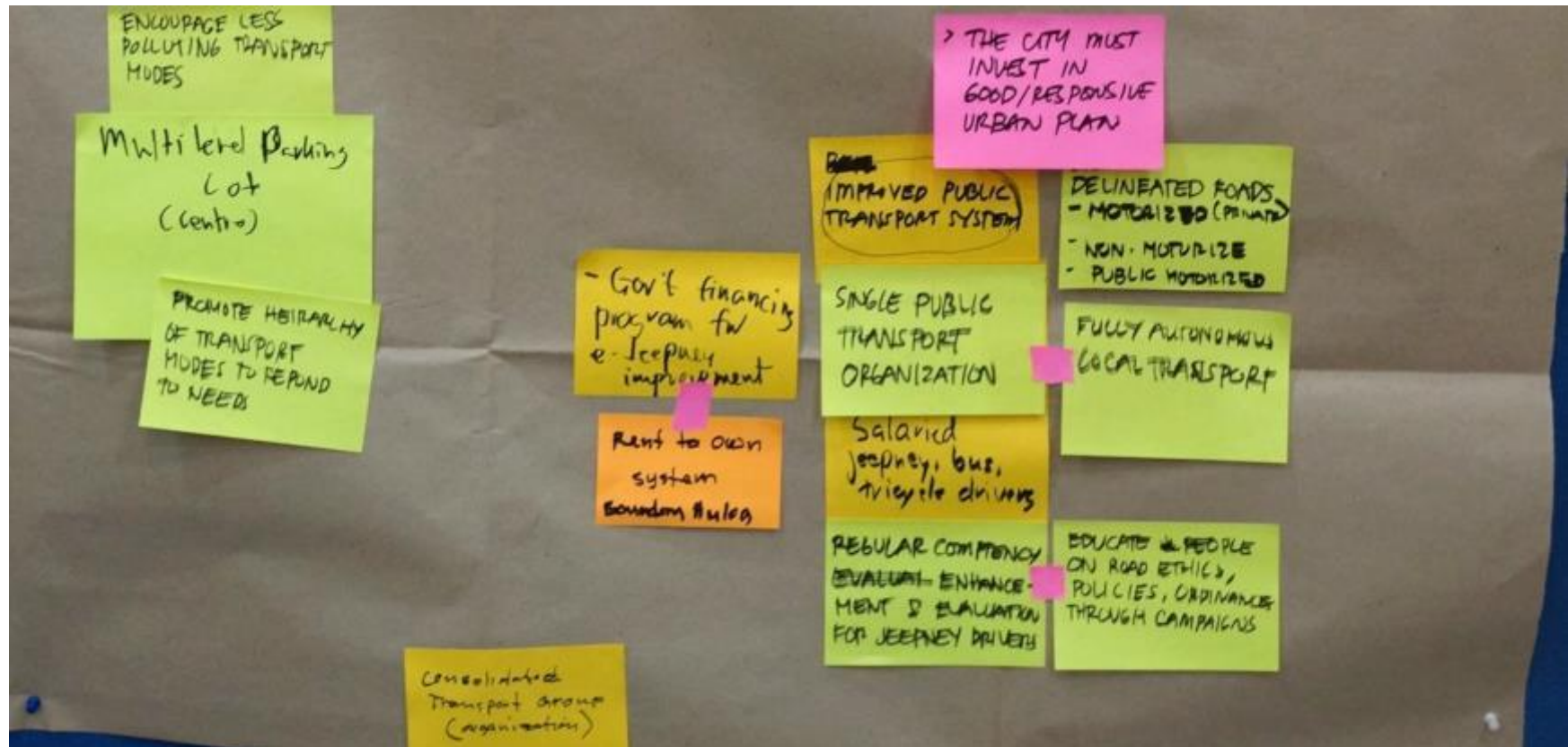
Team 1
Team 2
Team 3
Team 4
Team 5



ideate – Three main needs & ideas



ideate – Three main needs & ideas



prototype

Team 1
Team 2
Team 3
Team 4
Team 5

KEY FEATURES

- > USE OF PUSH CARTS IN PEDESTRIAN AREAS,
- > FINANCING OF E-JEEPS BY THE NAT'L GOV'T W/ THE PRIVATE SECTOR,
- > NEW POLICIES FOR THE NEW TRANSPORT SYS,
- > LOADING & UNLOADING @ THE INTEG. TERMINAL/ MULTI-LEVEL PARKING,
- > R.O.W @ THE PEDESTRIAN DISTRICT FOR DELIVERY & EMERGENCY ONLY,
- > DRIVERS ARE SALARY-BASED
- > EFFICIENT TRAFFIC SYSTEM
- > DEFINED WINDOWS FOR DELIVERIES
- > ENHANCED URBAN GREEN SPACES
- > REDUCTION OF CARBON EMISSIONS
- > IMPROVED VISTA
- > "ELIMINATION OF PANSIT"

NON MOTORISED TRANSPORT MODES

MOTORIZED TRANSPORT

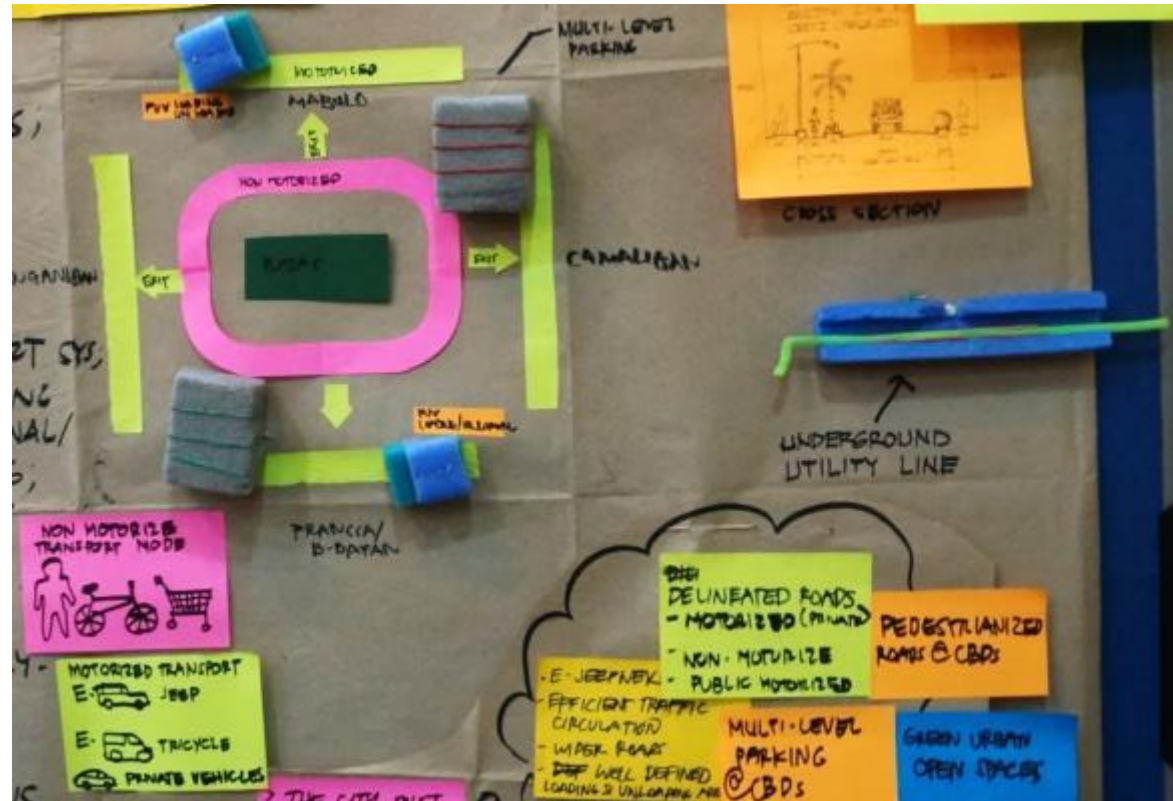
E-JEEP

E-TRICYCLE

PRIVATE VEHICLES

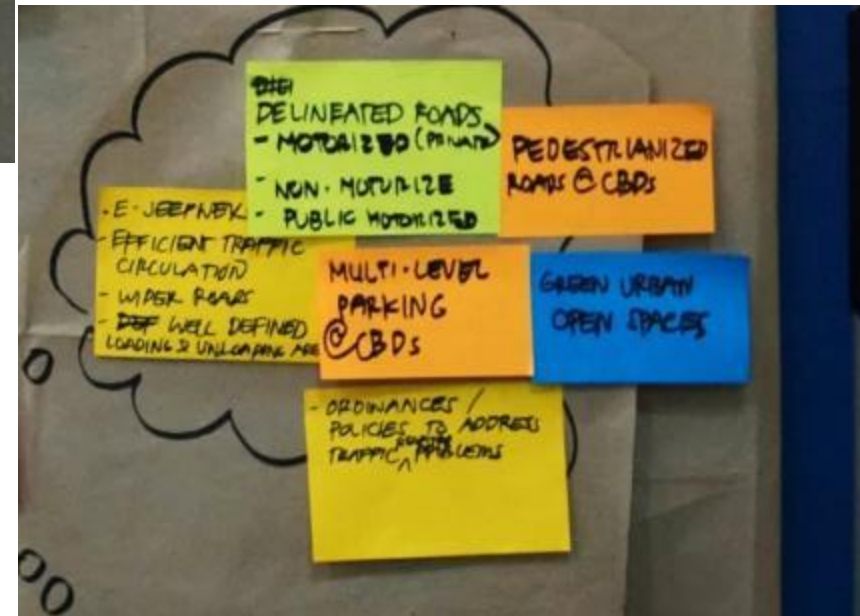
Govt finance provision for e-Jeep only improvement

Rent to own system boundary build



prototype

- Team 1
- Team 2
- Team 3
- Team 4
- Team 5



test – with external guests



Team 1

Team 2

Team 3

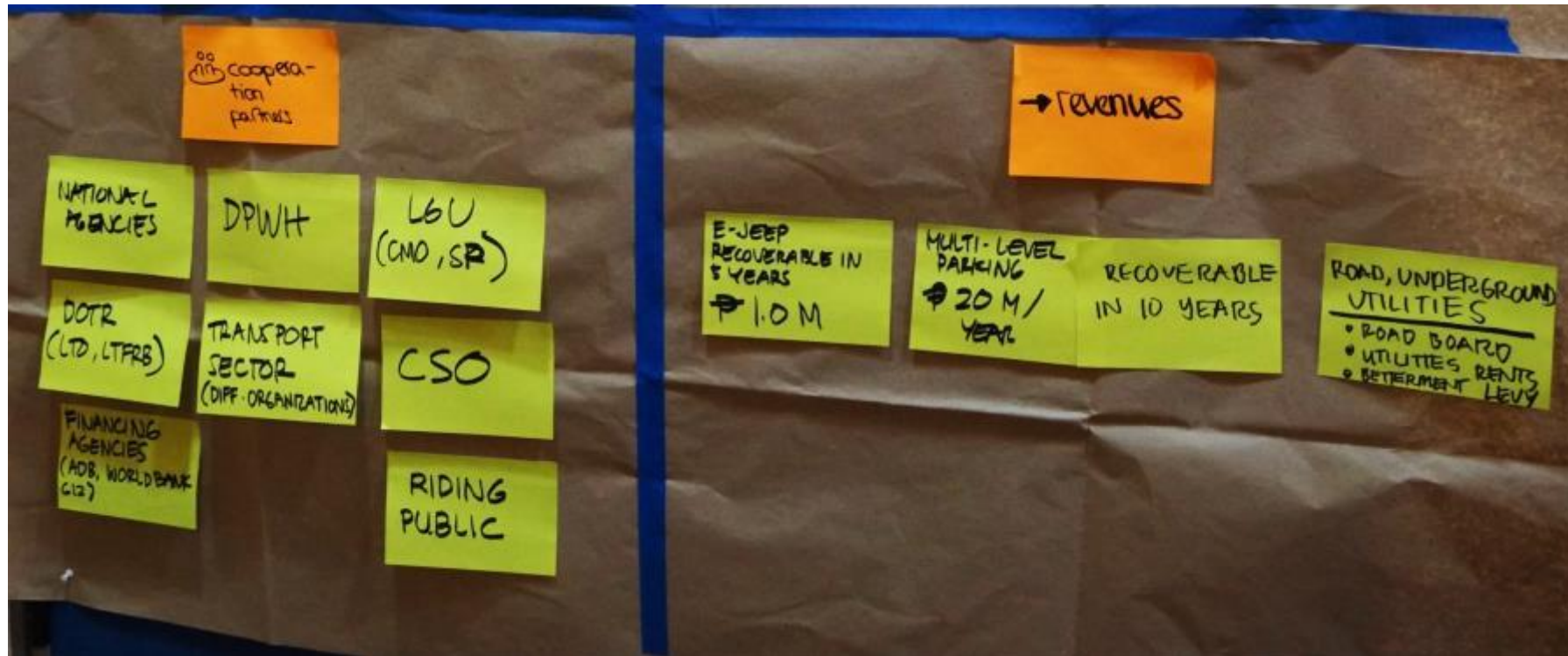
Team 4

Team 5

Iteration of the prototype – get into the details...



Iteration of the prototype – get into the details...




Final prototype

Team 1
Team 2
Team 3
Team 4
Team 5

"IMAGINE...
CBD 1 AS NAGA CITY'S
MOA OR SM NORTH."

SUSTAINABLE URBAN TRANSPORT SYSTEM

MAOGMANG
LUGAR 2040



JOE
27 Y.O.
JEEPNEY DRIVER

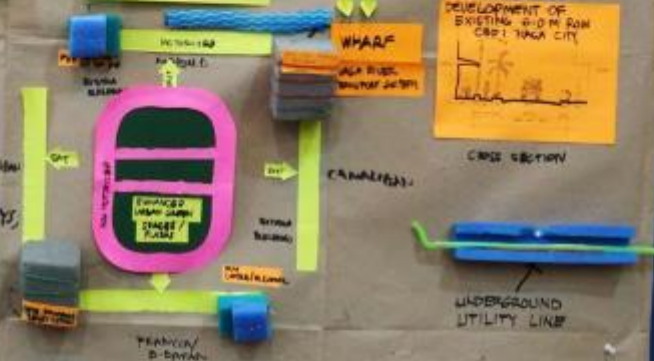
1 SUPPORTS VARIETY OF TRANSPORT MODES BY PROVIDING DELINEATED ROADS FOR MOTORIZED & NON MOTORIZED MOVEMENT

2 HIGH PREFERENCE FOR PUBLIC TRANSPORT REGARDLESS OF ECONOMIC STATUS


3 PRODUCTION OF A SINGLE PUBLIC TRANSPORT ORGANIZATION WHERE DRIVERS ARE SALARY BASED & FULL ARE REPLACED BY E-JEEPS

KEY FEATURES


- > USE OF PUSH CARTS IN PEDESTRIAN AREAS,
- > FINANCING OF E-JEEPS BY THE NAT'L GOVT W/ THE PRIVATE SECTOR
- > NEW POLICIES FOR THE NEW TRANSPORT SYS
- > LOADING & UNLOADING @ THE INTER TERMINAL/ MULTI-LEVEL PARKING
- > R.O.W @ THE PEDESTRIAN DISTRICT FOR DELIVERY & EMERGENCY ONLY,
- > DRIVERS ARE SALARY-BASED
- > EFFICIENT TRAFFIC SYSTEM
- > DEFINED WINDOWS FOR DELIVERIES
- > ENHANCED URBAN GREEN SPACES
- > REDUCTION OF CARBON EMISSIONS
- > IMPROVED VISTA
- > "ELIMINATION OF PANIC"




NON-MOTORIZED TRANSPORT MODES



SENIOR CITIZEN FRIENDLY



ACCESSIBLE TO RICH & POOR CITIZEN W/ ELECTRIC POWERED VEHICLE



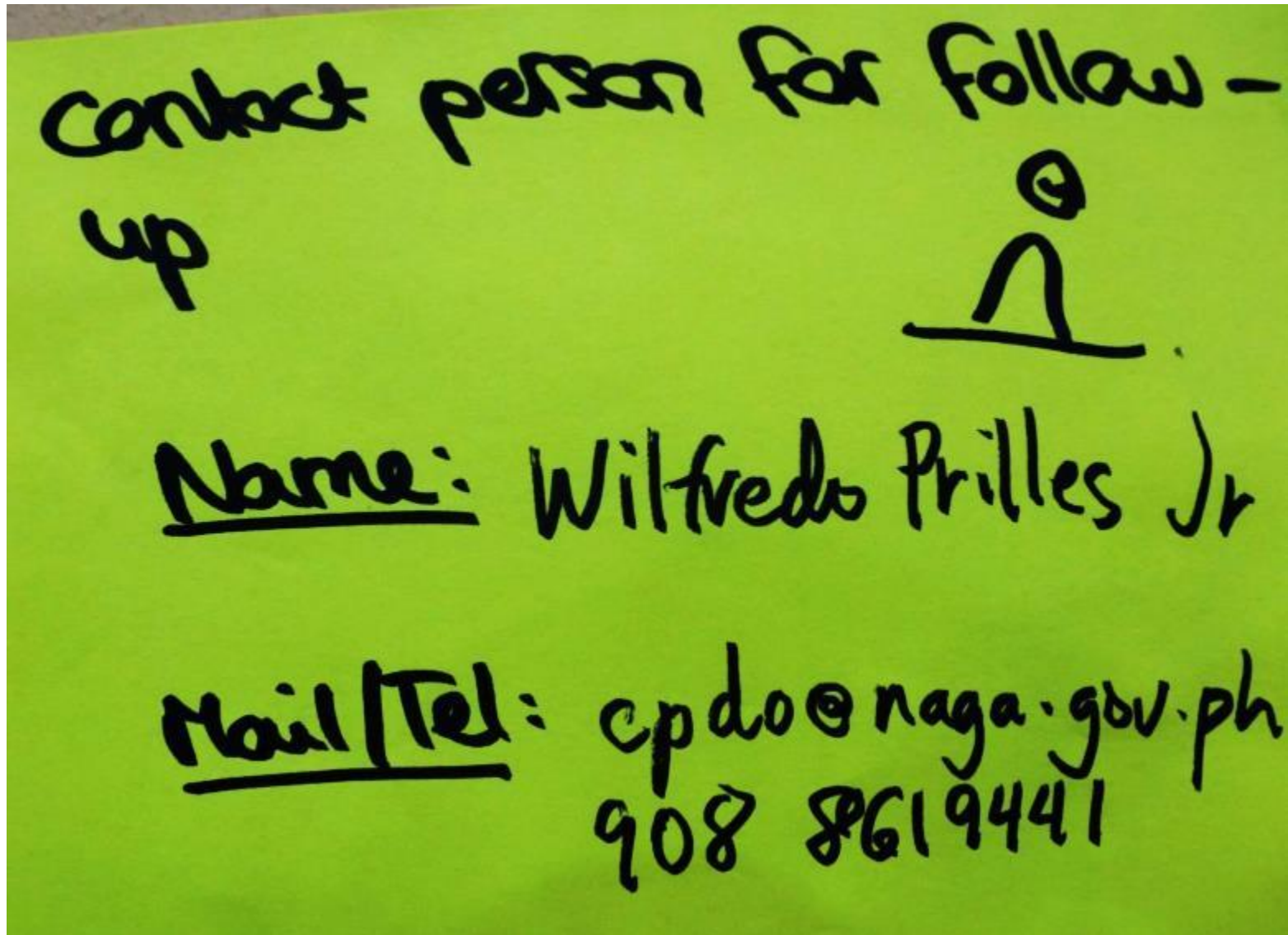
MOTORIZED TRANSPORT

- E: JEEP
- E: TRUCKS
- E: POWERED VEHICLES

Final presentation (5 min pitch)



Contact person



Workshop Impressions



Workshop Impressions



Many Thanks!



Further information:

www.denkmodell.de/en

dirk.jung@denkmodell.de

desiree.boesemueller@denkmodell.de

Follow us:





MALACAÑAN PALACE
MANILA

BY THE PRESIDENT OF THE PHILIPPINES

EXECUTIVE ORDER NO. 05

APPROVING AND ADOPTING THE TWENTY-FIVE-YEAR LONG TERM VISION ENTITLED *AMBISYON NATIN 2040* AS GUIDE FOR DEVELOPMENT PLANNING

WHEREAS, the 1987 Philippine Constitution mandates the independent economic and planning agency of the government to implement continuing, integrated and coordinated programs and policies for national development after consultations with the appropriate public agencies, various private sectors, and local government units;

WHEREAS, Executive Order No. 292 (s. 1987) or the Administrative Code of 1987 requires the State to ensure that all socio-economic programs and activities of the government shall be programmed within the context of well-formulated and consistent long, medium, and short-term development plans and policies to promote both the growth of the economy and the equitable distribution of the benefits of such growth to the members of society;

WHEREAS, pursuant to EO No. 292, the National Economic and Development Authority (NEDA) shall serve as the independent planning agency of the government and shall primarily be responsible for formulating continuing, coordinated and fully integrated social and economic policies, plans and programs;

WHEREAS, Asia is projected to be the center of the global economy by 2050, and the Philippines needs a bold vision and effective development planning, one that adopts a forward-looking approach that goes beyond a single political administration, to be at par with the region's economic growth and development;

WHEREAS, as the Filipino should always be at the center of development planning, knowledge of our peoples' aspirations for themselves and the country is necessary to enable the government to design programs, projects and activities geared towards the attainment of development outcomes in order to fulfill such aspirations;

WHEREAS, the NEDA, through a series of nationwide public consultations composed of focus group discussions and a survey, has concluded that the Filipinos' vision for themselves is:

"In 2040, we will all enjoy a stable and comfortable lifestyle, secure in the knowledge that we have enough for our daily needs and unexpected expenses, that we can plan and prepare for our own and our children's future. Our family lives together in a place of our own, and we have the freedom to go where we desire, protected and enabled by a clean, efficient and fair government."

THE PRESIDENT OF THE PHILIPPINES

NOW, THEREFORE, I, RODRIGO ROA DUTERTE, President of the Philippines, by virtue of the powers vested in me by law, do hereby order:

SECTION 1. Adoption of *Ambisyon Natin 2040*. *Ambisyon Natin 2040* is hereby adopted as the twenty-five-year long-term vision for the Philippines, to wit:

“By 2040, the Philippines shall be a prosperous, predominantly middle-class society where no one is poor; our peoples shall live long and healthy lives, be smart and innovative, and shall live in a high-trust society.”

SECTION 2. Overall Long-term Goals. The Philippine Government hereby aims to triple real per capita incomes and eradicate hunger and poverty by 2040, if not sooner. An appropriate set of milestones shall be identified to guide the successive medium-term development plans.

SECTION 3. Medium-Term Philippine Development Plans. The four (4) medium-term Philippine Development Plans, hereafter to be referred to as Philippine Development Plans (PDPs), to be crafted and implemented until 2040 shall be anchored on the *Ambisyon Natin 2040* and overall goals. The PDPs shall ensure sustainability and consistency of strategies, policies, programs and projects across political administrations.

SECTION 4. Consistent Government Plans. All plans of government departments, offices and instrumentalities, including government-owned or -controlled corporations and local government units, shall be consistent with *Ambisyon Natin 2040*.

SECTION 5. Separability. If any provision of this Executive Order is declared invalid or unconstitutional, the other provisions not affected thereby shall remain valid and subsisting.

SECTION 6. Repeal. All issuances, orders, rules and regulations or parts thereof which are inconsistent with the provisions of this Executive Order are hereby repealed or modified accordingly.

SECTION 7. Effectivity. This Executive Order shall take effect immediately upon publication in a newspaper of general circulation.

DONE, in the City of Manila, this 11th day of October, in the Year of our Lord Two Thousand and Sixteen.

By the President:

SALVADOR C. MEDIALDEA
Executive Secretary






2





REPUBLIC OF THE PHILIPPINES
NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY



Highlights of the national survey
on the aspirations of the Filipino people

BACKGROUND

With the intention of developing a long-term vision for the Philippines which is anchored on a vision genuinely owned by its citizens, the National Economic and Development Authority (NEDA) commissioned a nationwide study on the aspirations, values and principles of Filipino people.

Interview Method

Face-to-face personal interviews using Tablets

Respondent Specifications

Males/ Females, 15-50 years old, from ABCDE income homes

Sample Size

A total of n=10,000 interviews

Survey Area

Nationwide Urban/ Rural Philippines with representation of each region

**Risk areas (Abra, Sulu, Basilan) and provinces with small population (Apayao, Batanes, Siquijor, Camiguin, Dinagat Islands) were not covered in this study.*

Margin of error:

$\pm 0.98\%$

RESULTS

1 What do the Filipinos want to achieve for themselves in 2040?

Vision of Filipinos for self: *"In 2040, we will all enjoy a stable and comfortable lifestyle, secure in the knowledge that we have enough for our daily needs and unexpected expenses, that we can plan and prepare for our own and our children's futures. Our families live together in a place of our own, yet we have the freedom to go where we desire, protected and enabled by a clean, efficient, and fair government."*

An overwhelming majority of Filipinos aspire for a simple and comfortable life (79%), followed by a smaller segment of the population who want an affluent life (16.9%) while a very small portion aspires for the life of the rich (3.9%).

For Filipinos, a simple and comfortable life is described as having a medium-sized home, having enough earnings to support everyday needs, owning at least one car/vehicle, having the capacity to provide their children college education; and going on local trips for vacation.





















	HOUSE	FINANCES	VEHICLES	EDUCATION OF CHILDREN	OCCUPATION	VACATION
Simple and comfortable	61%  Medium-sized	66%  Enough for day-to-day needs	59% 	73% 	48%  Job that has enough salary for my needs.	84% 
Prosperous and affluent	82%  Medium-sized	38%  Has savings for unexpected expenses 39%  Enough for day-to-day needs	72% 	79% 	31%  Owns business that has enough earnings for my needs	69% 
Life of the rich	51%  Big	33%  Has savings for unexpected expenses 36%  Enough for day-to-day needs	69% 	88% 	47%  Owns business with high earnings	55% 

Figure 1: Idea of Desired Life Status

2 What should the country have achieved by 2040?

Vision of Filipinos for country: *“The Philippines shall be a country where all citizens are free from hunger and poverty, have equal opportunities, enabled by a fair and just society that is governed with order and unity. A nation where families live together, thriving in vibrant, culturally diverse, and resilient communities.”*

Three-fourths of Filipinos (72.1%) believed that by 2040, the standard of living for all is having a simple and comfortable life while one fourth (25%) indicated that all Filipinos should have a prosperous and affluent life. Nonetheless, confidence in achieving the desired goals is lower among the poor. In fact, among those who want a comfortable life, 48.5 percent are not fully confident that they can reach their goals.

Major Goals: *By 2040, the Philippines will be a predominantly middle-class society. Poverty and hunger will have been eradicated. There will be sufficient good quality local jobs available.*

For the Filipinos in general, the most important economic goal is the eradication of poverty (Ranked 1: 28.7%; Ranked 2 & 3: 21.4%), hunger (Ranked 1: 25.7%; Ranked 2 & 3: 38.2%), and adequate jobs (Ranked 1: 18%; Ranked 2 & 3: 33%). Moreover, identified as second and/or third most important goals are housing (26.4%), education (30.8%) and health (30.3%). The survey results also indicated *modern lifestyle* and *leader in science and technology* as among the least important goals (Refer to Figure 2).

In the case of jobs, a prevailing sentiment is that jobs should be located in the Philippines and that Filipinos should have options for good quality employment that supports a comfortable life in the country. Eighty eight percent (88%) agree that in the year 2040, it will be good for the country if citizens will stay in the Philippines instead of going abroad to work. More than 69 percent would choose a job at home instead of a job abroad if given a choice.

MOST IMPORTANT CONDITIONS THE COUNTRY SHOULD ATTAIN

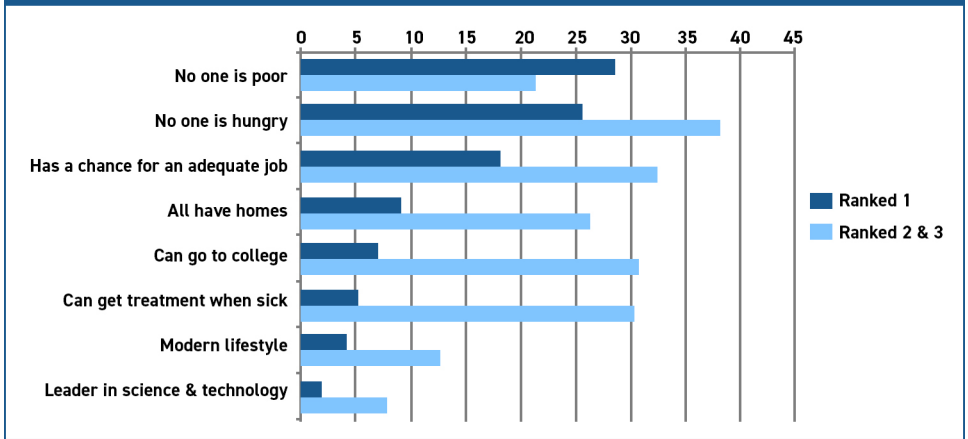


Figure 2: Important Economic Goals

The desire to have a *decent job* (*marangal o maayos na trabaho*) features prominently in the consultations. Among the important characteristics of a decent job is a good salary that would support a comfortable life and paid on a regular basis; some would refer to having a business where the revenue is high. Second most frequently mentioned is job stability or job security. Next are benefits and incentives, followed closely by the type of work.

3 In terms of good governance, Filipinos believe in eliminating corruption as important to achieving a better future.

Most Filipinos expressed the need to eliminate corruption to achieve a better future. Based on the FGDs, it should be noted that corruption is interpreted as petty corruption (like extra charge to facilitate transactions) that ordinary Filipinos directly encounter. Ease and efficiency of government transactions is the second most-frequently named as most important, followed in distant third by affordable government services. Ranked number 2 or 3 most important by most Filipinos is having polite, helpful, and knowledgeable government employees.

4 Filipinos believe that peace and security are important in achieving personal and national prosperity.

Achieving peace and security is considered imperative for both the development of the country as a whole (77.7%), and for the improvement of every Filipino's own standard of living (75.2%). Residents of certain regions (1, 6, 9, 10) seem to feel particularly vulnerable to peace and security issues in their communities.



- (a) Nagueños' vision of themselves as one people and of the city where they live vis-à-vis what it had since been known as the regional center of education, culture, religion, investment, tourism and good governance and the strategic stance it takes in the development of Metro Naga;
- (b) The physical milestones of such vision taking into considerations, among others, the promotion of interconnected urban green land and the provisions for mixed-use development ensuring livability of the community that protect the city's historic, cultural and environmental resources; and
- (c) Strategies, programs, projects and activities as well as the budgetary requirements to achieve the Plan that particularly echo the United Nations' Sustainable Development Goals (SDGs) and NEDA's AmBisyon Natin 2040

Section 3. Methodology. In crafting the city's Sustainable Urban Development Plan, the following guidelines shall be observed:

- a) City-wide sectoral consultations and local surveys aimed at coming up with the people's sentiments and vision for the city, supported by evidence and considering current realities;
- b) The conduct of thematic studies in partnership with the academe to find out the means towards realizing the collective aspirations. Critical areas, such as health, education, housing, employment, infrastructure, environment, energy, science and technology, financial inclusion, governance and other aspects of development should be reviewed as they relate to the vision – with the end in view of providing evidence-based examinations of the aspirations, constraints and possibilities of attaining the goal;
- c) Alignment with and adoption of the United Nations' Sustainable Development Goals (SDGs) and NEDA's AmBisyon Natin 2040 will be given primary consideration, especially as a framework for setting targets, mobilizing external resources, monitoring and evaluating development outcomes, and communicating the plan to major internal and external stakeholders.

Section 4. Implementing Office. The City Planning and Development Office (CPDO) shall lead the citywide sectoral consultation which must start within one (1) month from approval of this ordinance and which must be completed within six (6) months therefrom. Provided that, within fifteen (15) days from approval hereof the CPDO shall submit to the Sangguniang Panlungsod a timetable of activities.

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The CPDO shall be accountable for delivering the desired output no later than ten (10) months from the approval of this ordinance to the Sangguniang Panlungsod for its further legislative consideration and thereafter to the Mayor for his approval.

Section 5. Budgetary Allocation. The amount of One Million Pesos (P1,000,000.00) chargeable against the 2015 Surplus is hereby appropriated for purposes hereof. Unexpended balance of this appropriation at the end of the year shall be treated as a continuing appropriation.

SECTION 6. Effectivity. This Ordinance shall take effect immediately upon its approval.


Enacted: August 16, 2016.


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WE HEREBY CERTIFY to the correctness of the foregoing ordinance.


GIL A. DE LA TORRE
Secretary to the
Sangguniang Panlungsod


NELSON S. LEGACION
City Vice Mayor
& Presiding Officer

APPROVED:


JOHN G. BONGAT
City Mayor *8/19/16*